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The NATIONAL FOOD SITUATION

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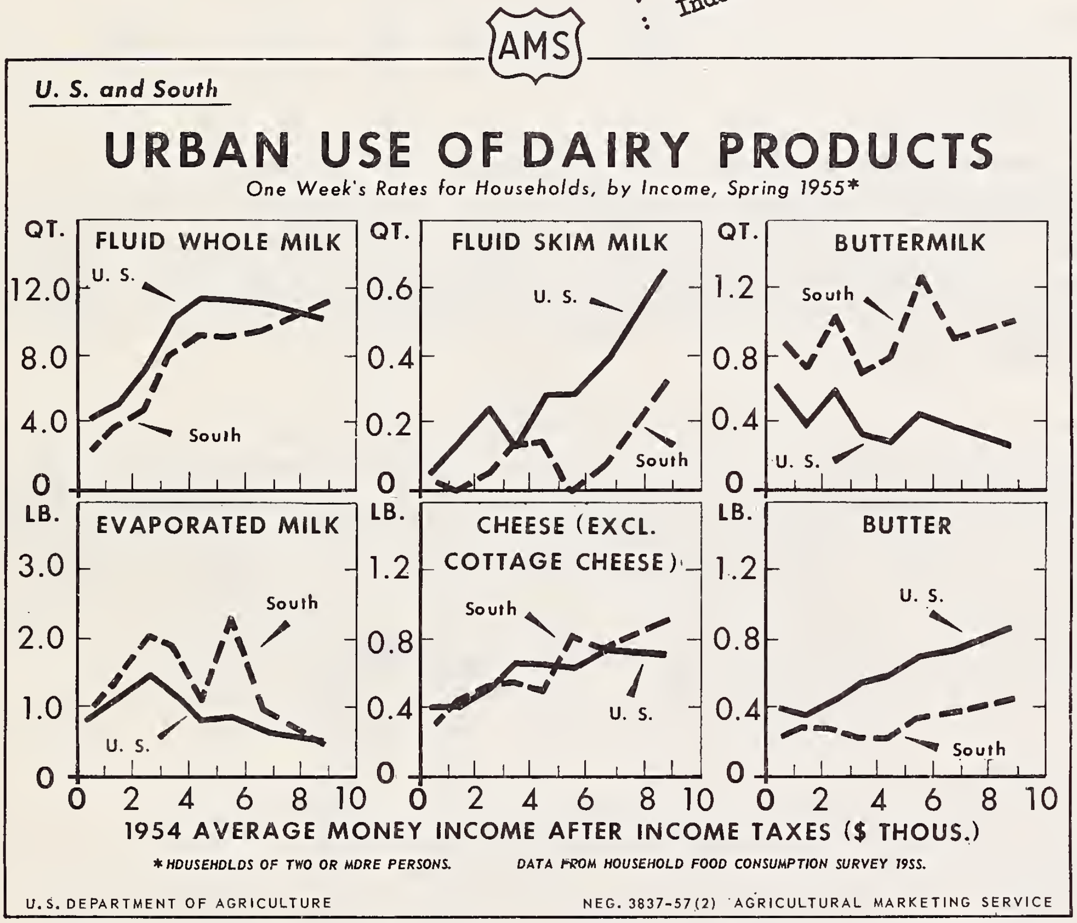
In this issue:
U. S. Military Procurement of Food
Release of 1955 Survey Reports
Food Consumption in the South
Consumption Patterns for Dairy Products
Index to Special Articles during 1956



U. S. and South

URBAN USE OF DAIRY PRODUCTS

One Week's Rates for Households, by Income, Spring 1955*

*HOUSEHOLDS OF TWO OR MORE PERSONS. DATA FROM HOUSEHOLD FOOD CONSUMPTION SURVEY 1955.

U.S. DEPARTMENT OF AGRICULTURE NEG. 3837-57(2) AGRICULTURAL MARKETING SERVICE

The South's patterns of urban household consumption of these dairy products reflect differences from other regions in current prices for fresh milk and other dairy products as well as past shortages of supplies and refrigeration facilities, and generally lower incomes. Effects of these factors are readily apparent in the lower rates for fluid whole and skim milk and butter and the higher levels of consumption of buttermilk and evaporated milk.

The association of higher rates of fluid skim milk consumption by urban households with higher incomes may be explained in part by the price of the commercial product and the relationships among income, education, and extent of nutritional knowledge. Relatively high buttermilk consumption in the South among higher income families probably reflects its popularity for cooking and baking.

UNITED STATES DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE

Table 1.- Volume of farm marketings and home consumption and civilian per capita food consumption, 1935-39 average, 1949-55, and estimates for 1956, with percentage comparisons 1/

(Index numbers, 1947-49=100)

Item	1935-39 average	1949	1950	1951	1952	1953	1954	1955	1956 Prel. 2/	1956 as a percentage of 1935-39	1956 as a percentage of 1955
Marketings and home consumption of all farm commodities 3/	73	103	99	101	104	108	108	112	115	158	103
Food grains 4/	54	98	81	77	98	96	91	80	84	156	105
Vegetables 5/	84	98	99	100	96	98	98	101	105	125	104
Fruits and nuts 6/	90	98	97	107	101	102	103	104	107	119	103
Sugar crops	107	94	116	93	94	105	117	108	110	103	102
Total food crops 7/	73	98	92	91	97	98	95	92	96	132	104
Meat animals	72	99	100	104	107	109	112	119	125	174	105
Poultry and eggs	63	105	111	118	117	118	124	122	135	214	111
Dairy products	88	101	101	99	100	105	106	107	110	125	103
Total food livestock 8/	75	101	102	105	107	110	113	117	123	164	105
Food marketings and home consumption	74	100	99	102	104	106	108	110	116	157	105
Civilian per capita food consumption	91	99	9/100	9/98	9/100	9/102	9/101	9/103	9/104	114	101

1/ Beginning 1952 the indexes of the volume of farm marketings and home consumption include changes for livestock based on information from the 1954 Census of Agriculture. 2/ Indications for 1956 are based on calendar-year quantities estimated as of Jan. 1, 1957. 3/ Food and nonfood items. 4/ Wheat, rye, rice, and buckwheat. 5/ Truck crops for fresh use and processing, potatoes, sweetpotatoes, dry edible beans, dry field peas, and mung beans. 6/ Except peanuts. 7/ In addition to the crops listed above, includes peanuts, peppermint, popcorn, spearmint, and vegetables grown under glass. 8/ Also includes honey, but excludes turkey hatching eggs. 9/ Incorporates currently available revisions stemming from the 1954 Census of Agriculture.

Table 2.- Index of supply-utilization of farm food commodities, 1935-39 and 1947-49 averages, and 1947-56 1/

Year	Production	Imports	Stock change 2/	Total utilization	Domestic use				Commercial exports and shipments to Territories 5/	Department of Agriculture export program		
					Food		Nonfood 4/	Total		Stock change 6/	Deliveries 7/	Net purchases 8/
					Civilian	Military 3/						
				Section a.	Percentage of total utilization in each year							
1935-39	93.9	8.2	-2.1	100.0	67.8	---	30.1	97.9	2.1	---	---	---
1947-49	95.6	6.5	-2.1	100.0	65.0	2.6	27.6	95.2	2.9	---	1.9	1.9
1947	91.7	6.0	2.3	100.0	64.4	2.3	27.4	94.1	3.3	0.4	2.2	2.6
1948	100.3	6.8	-7.1	100.0	65.8	2.8	27.2	95.8	2.7	-.2	1.7	1.5
1949	94.9	6.8	-1.7	100.0	64.7	2.7	28.1	95.5	2.9	-.2	1.8	1.6
1950	94.7	6.9	-1.6	100.0	65.5	1.4	28.6	95.5	3.2	-.1	1.4	1.3
1951	89.8	6.8	3.4	100.0	63.0	2.7	27.7	93.4	4.6	.3	1.7	2.0
1952	95.0	7.0	-2.0	100.0	65.9	2.0	26.6	94.5	5.2	-.1	.4	.3
1953	95.6	7.1	-2.7	100.0	67.2	1.9	26.0	95.1	4.4	9/	.5	.5
1954 10/	96.1	6.3	-2.4	100.0	68.1	1.6	25.2	94.9	4.7	9/	.4	.4
1955 10/	95.5	6.4	-1.9	100.0	68.0	1.3	24.4	93.7	5.5	9/	.8	.8
1956 10/	95.3	6.3	-1.6	100.0	67.4	1.3	24.4	93.1	6.2	9/	.7	.7
				Section b.	Percentage of total utilization in 1947-49							
1935-39	71.8	6.3	-1.6	76.5	51.8	---	23.1	74.9	1.6	---	---	---
1947-49	95.6	6.5	-2.1	100.0	65.0	2.6	27.6	95.2	2.9	---	1.9	1.9
1947	93.8	6.1	2.4	102.3	65.8	2.4	28.1	96.3	3.4	0.4	2.2	2.6
1948	97.9	6.6	-6.9	97.6	64.2	2.7	26.6	93.5	2.7	-.2	1.6	1.4
1949	95.1	6.8	-1.7	100.2	64.8	2.7	28.2	95.7	2.9	-.2	1.8	1.6
1950	96.0	7.0	-1.6	101.4	66.4	1.4	29.0	96.8	3.2	-.1	1.5	1.4
1951	94.6	7.2	3.6	105.4	66.4	2.9	29.2	98.5	4.8	.3	1.8	2.1
1952	99.4	7.3	-2.1	104.6	68.9	2.1	27.8	98.8	5.5	-.1	.4	.3
1953	101.2	7.5	-2.9	105.8	71.0	2.0	27.5	100.5	4.7	9/	.6	.6
1954 10/	102.6	6.7	-2.6	106.7	72.6	1.7	26.8	101.1	5.1	9/	.5	.5
1955 10/	106.8	7.2	-2.2	111.8	76.0	1.5	27.3	104.8	6.1	9/	.9	.9
1956 10/	110.2	7.3	-1.9	115.6	78.0	1.5	28.2	107.7	7.1	9/	.8	.8

1/ Covers farm commodities normally used for food in the United States, including their nonfood use. Relationships were developed from quantitative data on supply and use of unprocessed and processed farm products multiplied by average prices in 1947-49. All values were adjusted to farm values. For methodology see Agriculture Handbook 91, Measuring the Supply and Utilization of Farm Commodities, New Indexes, 1924-54. Data do not include revisions based on the 1954 Census of Agriculture. 2/ Includes farm and commercial stocks and holdings under price support programs. Minus sign means an addition to stocks; plus sign means a withdrawal from stocks. 3/ Includes civilian feeding in areas occupied by our Armed Forces. 4/ Includes seed, feed, industrial alcohol, alcoholic beverages, etc. 5/ Excludes deliveries by the Department of Agriculture. 6/ Stocks held for export. Here, minus sign means a withdrawal from stocks; plus sign means an addition. 7/ Shipments out of this country. 8/ Represents net quantities withdrawn from domestic commercial channels. 9/ Less than 0.05 percent. 10/ Preliminary.

THE NATIONAL FOOD SITUATION

Approved by the Outlook and Situation Board, February 15, 1957

CONTENTS

	Page		Page
Summary	3	Food Consumption in the South	29
Retail Food Prices	5	Consumption Patterns for Dairy Products, Spring 1955	41
Commodity Reviews	6	Index to Special Articles Appearing in the *National Food Situation* during 1956	63
U. S. Military Procurement of Food	19	List of Tables	66
Release of 1955 Household Food Consumption Survey Reports	27		

SUMMARY

Food supplies in prospect for 1957 are close to the record level of a year earlier. Domestic demand for food will likely continue strong this year, reflecting the possible record level of consumer income. Consumer expenditures for food are expected to be up some from the 1956 peak but taking about the same proportion of income. Increased expenditures will reflect slightly higher retail prices, particularly in the first half of the year, and increased purchases of food-related services. The gradual upward trend of marketing charges in recent years is expected to continue.

Stocks of food on January 1 were large, although below the peak of a year earlier. The current rates of output of livestock products are relatively high, and near record numbers of livestock are on farms and ranges. Production of most food crops this year will again be large enough to meet anticipated domestic needs and exports, if normal weather conditions prevail. However, net withdrawals from stocks of wheat, rye, and rice are likely.

Civilian consumption per person of all foods is expected to be close to the very high rate of 1956. Consumers are expected to have substantially more turkey per person than last year, and smaller increases are probable for chicken, canned fish, canned and frozen fruits, frozen vegetables, frozen juices, and the edible vegetable oils used primarily in cooking and salad oils and salad dressings. Meat consumption will fall below the record rate reached in 1956. The slow downward trend for cereal products is expected to continue in 1957. Per capita consumption rates for other foods are expected to be about the same.

Table 3.- Apparent civilian per capita consumption of major food commodities, primary distribution weight, calendar years, 1935-39 and 1947-49 averages, 1954-56 and forecasts for 1957, with percentage comparisons 1/

Commodity	Average 1935-39	Average 1947-49	1954	1955	1956 preliminary	Forecasts for 1957	1957 as a percentage of		
							1935-39	1947-49	1956
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Percent	Percent	Percent
Meats (carcass weight) - Total	125.3	146.5	2/152.6	2/160.7	2/164.7	2/158	126	108	96
Beef	54.8	64.7	2/79.0	2/80.9	2/84.2	2/81	148	125	96
Veal	8.1	9.6	2/9.9	2/9.3	2/9.3	2/9.3	115	97	100
Lamb and mutton	6.7	4.8	2/4.5	2/4.6	2/4.4	2/4.2	63	88	95
Pork (excluding lard)	55.7	67.4	2/59.2	2/65.9	2/66.8	2/63	113	93	94
Fish (edible weight) - Total	10.9	10.3	10.7	10.0	10.1	3/	---	---	---
Fresh and frozen	5.3	5.9	5.9	5.8	3/	3/	---	---	---
Canned 4/	4.8	3.8	4.2	3.6	3/	3/	---	---	---
Cured	.8	.6	.6	.6	3/	3/	---	---	---
Poultry products									
Eggs (farm basis) - Number	296	380	2/371	2/366	2/363	2/362	122	95	100
Chicken (ready-to-cook)	13.2	18.5	2/22.5	2/20.9	2/23.4	2/24.5	186	132	105
Turkey (ready-to-cook)	2.1	3.2	2/5.2	2/5.0	2/5.1	2/6.1	290	191	120
Dairy products									
Total milk fat solids	31.2	29.2	2/26.7	2/27.0	2/27.0	2/27.0	87	92	100
Total nonfat milk solids	39.6	46.6	48.2	48.8	48.9	49.2	124	106	101
Cheese	5.5	6.9	7.8	7.8	8.0	8.0	145	116	100
Condensed and evaporated milk	16.5	19.8	16.5	16.0	15.5	15.5	94	78	100
Fluid milk and cream	330	359	348	352	356	356	108	99	100
Ice cream (product weight)	9.8	18.5	17.2	17.7	18.1	18.5	189	100	102
Fats and oils - Total, fat content 5/	44.8	41.8	44.8	44.9	44.4	44.8	100	107	101
Butter, farm and factory (actual weight)	16.8	10.5	2/8.7	2/8.9	2/8.8	2/8.8	52	84	100
Margarine (actual weight)	2.8	5.5	8.3	8.0	8.1	8.1	289	147	100
Lard	10.9	12.2	2/10.1	2/10.0	2/9.9)				
Shortening	11.6	9.5	11.6	11.3	10.8)	31.2	108	108	101
Other edible fats and oils	6.4	7.2	9.3	10.0	10.2)				
Fruits									
Fresh (farm weight) - Total	137.1	130.4	102.4	2/101.4	2/99.8	3/	---	---	---
Citrus	48.5	54.0	40.7	2/41.1	2/38.4	2/37.2	77	69	97
Apples (commercial)	30.2	25.2	19.3	2/19.5	2/19.7	3/	---	---	---
Other (excluding melons)	58.4	51.2	42.4	2/40.8	2/41.7	3/	---	---	---
Processed:									
Canned fruit	14.8	18.1	19.6	22.0	21.3	3/	---	---	---
Canned juices	3.8	15.9	13.4	12.7	12.7	3/	---	---	---
Frozen (including juices)	.8	3.2	7.3	8.6	8.3	3/	---	---	---
Dried	5.7	4.2	4.2	3.8	4.0	3/	---	---	---
Vegetables									
Fresh, total commercial (farm weight) 6/	140	151	146	2/145	2/146	3/	---	---	---
Canned	29.6	38.5	41.0	42.2	43.9	3/	---	---	---
Frozen	7/.4	2.8	5.9	6.6	6.8	3/	---	---	---
Potatoes (farm weight)	128	2/112	2/106	2/105	2/100	3/	---	---	---
Sweetpotatoes (farm weight)	21.3	2/12.4	2/8.0	2/8.8	2/7.6	3/	---	---	---
Dry edible beans	8.7	6.6	8.1	7.6	8.2	3/	---	---	---
Dry field peas	.6	.6	.6	.4	.6	3/	---	---	---
Sugar, refined	96.0	93.8	95.0	96.3	96.7	96	100	102	99
Grains									
Corn products:									
Cornmeal	22.8	13.4	10.6	10.0	9.7	9.5	42	71	98
Corn sirup	7.6	9:8	8.7	8.8	8.9	8.9	117	91	100
Cornstarch	1.3	1.8	1.7	1.8	1.8	1.8	138	100	100
Corn sugar	2.7	4.2	3.7	3.6	3.6	3.6	133	86	100
Breakfast cereals	1.6	1.5	1.6	1.6	1.6	1.6	100	100	100
Hominy	1.4	2.7	2.3	2.3	2.2	2.2	157	81	100
Oat food products 8/	3.8	3.4	3.4	3.4	3.4	3.4	89	100	100
Barley food products 9/	1.4	1.6	1.1	1.1	1.1	1.1	79	69	100
Wheat:									
Flour 10/	157	135	124	121	119	117	75	87	98
Breakfast cereals	3.3	3.2	2.9	2.8	2.8	2.7	82	84	96
Rye flour	2.2	1.4	1.4	1.4	1.3	1.2	55	86	92
Rice, milled	5.7	4.8	5.3	5.3	5.3	5.3	93	110	100
Beverages									
Coffee 11/	13.9	18.0	14.7	15.1	15.5	15.6	112	87	101
Tea	.66	.57	.68	.63	.60	.59	89	104	98
Cocoa beans	4.3	4.0	3.8	3.7	3.9	4.1	95	102	105
Peanuts (shelled)	4.3	4.4	4.1	4.2	4.7	3/	---	---	---

1/ Quantity in pounds except for eggs which are stated in number. Data on calendar year basis except for dried fruits, which are on pack year basis; fresh citrus fruits, dry field peas, and peanuts on a crop year basis; rice on August 1 year; and canned fruit and vegetables on pack year basis in 1935-39. All years begin in year indicated except for fresh citrus, which begins in October of the previous year, and rice, which begins in August of previous year. 2/ Incorporates changes resulting from the 1954 Census of Agriculture. 3/ Not available. 4/ Excludes canned food products containing small quantities of fish, such as clam chowder, etc. 5/ Computed from unrounded data. 6/ This series covers total commercial production for sale as fresh, both for shipment to distant markets and for local markets. Excludes farm garden output for farm household use. 7/ Average 1937-39. Data prior to 1937 are not available. 8/ Data 1948 to date are unrevised for results of the 1954 Census of Manufactures. 9/ Barley used for food products in terms of malt equivalent. 10/ Includes white, whole wheat, and semolina flour. 11/ Green bean basis.

Population estimates used to obtain per capita consumption figures are official Census estimates of total population adjusted for underenumeration and for military personnel not eating out of civilian supplies.

Increased exports or military takings of food are not anticipated. Government programs will be an important influence in the volume of food exported, principally commodities for which supplies exceed domestic needs.

Per capita consumption rates for meat and chicken reached record highs in 1956. Moderately larger beef consumption set an all-time high; the increase for pork was slight. Other foods for which the per capita consumption rate was higher in 1956 than a year earlier were fluid milk, processed vegetables, frozen juices, dry edible beans, margarine, and edible vegetable oils. Consumption rates for canned fruits and fruit juices, dried fruits, sugar, and rice were about the same, but rates were slightly lower for other major foods such as flour, eggs, butter, condensed and evaporated milk.

Retail food prices in 1956 averaged about the same as a year earlier. The lower level from January through May was offset by increases beginning in June. The lowest meat prices since 1947 prevailed during the first five months of the year.

Military purchases of food were about as large as in 1955, but exports were up significantly. Government programs, particularly those authorized under Public Law 480, facilitated the heavy overseas movement of wheat, rye, and fats and oils, domestic supplies of which were very large.

RETAIL FOOD PRICES

Retail food prices in 1957 are expected to average a little higher than last year, mainly because of higher prices in the first half, when meat prices will likely average somewhat higher than the year before but in line with other recent years. Food prices in the second half will likely be close to the year earlier average because the food supply picture for that period may be much like that of July-December 1956.

Food demand is expected to continue strong. With average weather, food supplies in prospect will likely be large, and close to the record level of 1956. Consumer expenditures for food will be up somewhat despite little change in per capita consumption of food. This will reflect somewhat higher prices, growing population, and somewhat heavier purchases of services with food. Marketing charges for food will likely average a little higher this year than last.

With economic activity likely to continue at a very high level, the flow of income to consumers is likely to equal or even exceed last year's record. This will sustain strong consumer demand for most goods and services.

Exports and military acquisitions of food may be about as large this year as last.

Prices for food purchased for consumption at home in 1956 averaged about the same as a year earlier. The lower level of prices during the first 5 months reflected lower prices to farmers for food products, particularly for meat animals. Beginning in June farm prices for these products averaged higher than in the same months of 1955. Marketing charges for foods, including commercial processing and distribution, averaged about 1 percent higher in 1956, and about in line with the rate of increase in recent years.

Meats, eggs, and sugar and sweets were the only food groups for which retail prices in 1956 averaged lower than in 1955. Meat prices during the first half were the lowest since 1947. Prices for other food groups were up with largest advances for fruits and vegetables, and beverages. These price rises came despite record large food supplies because of the strength of consumer demand.

Consumers' income last year was record large, reflecting the high level of economic activity, employment, and wages. Expenditures by consumers were also at an all-time high. Moderate increases for food, other nondurable goods, and services more than offset the decline for durable goods. Spending for consumer durables was down for the first time since 1952, reflecting reduced purchases of automobiles; total expenditures for other durables were higher.

COMMODITY REVIEWS

Meat

Prospects for 1957 are that supplies of meat will be a little smaller than last year. Production will be very large, second only to the 1956 record of 28 billion pounds. Civilian meat consumption per person may average 6 or 7 pounds below last year's record rate of 165 pounds. Retail meat prices will average somewhat higher.

Civilian pork consumption may fall 4 pounds per person below the 1956 rate of 67 pounds, due mainly to smaller supplies. Stocks of pork at the beginning of 1957 were the lowest for that date in recent years, and production will likely continue smaller than in 1956 until close to the year's end. Retail pork prices will remain somewhat higher this year than last but well below the high levels of 1953 and 1954.

Production of pork was much smaller in the first few months of 1957 than a year before. In the period ahead the reduction from a year earlier is expected to narrow. By December the output rate of last year may be regained. These prospects result from the 4 percent smaller pig crop saved last fall and December intentions of hog farmers to cut 1957 spring farrowings 2 percent below the spring of 1956.

Last year pork consumption was up slightly with an increase during the first half more than offsetting a decline in the second half. Decreased production late in the year reflected a sharp drop in farrowings beginning in the middle of the 1956 spring season.

Beef consumption this year may average around 81 pounds per person, a little below last year's record rate. The 4 percent larger number of cattle and calves on feed this January 1 than last points to ample supplies of the better grades of beef. Their distribution may be fairly even throughout 1957. Retail beef prices are expected to average a little higher this year than last, especially for the Choice grade.

Production of beef in 1957 may total no larger than last year. The number of cattle slaughtered may be about as large as in 1956, but the average weight probably will be down some. Severity of drought in a number of cattle-raising areas will have important bearing on the number of cattle slaughtered and on beef output this year.

Civilian consumption of beef in 1956 was 84 pounds per person, up moderately from a year earlier and the highest of record. Supplies were heavy throughout most of the year, and retail prices from January to July were the lowest since 1947. The proportion of the top grades in the total beef supply was very high during the first half of 1956 as a result of the large number of very heavy steers marketed for slaughter.

Veal consumption in 1957 is forecast to be a little over 9 pounds per person, about the same as in 1956. With the leveling out in cattle production in recent years, calf slaughter has been relatively stable.

Civilians consumed from 4 to 5 pounds of lamb and mutton per person annually in each of the last 5 years, and this rate seems likely to continue in 1957. The number of sheep and lambs on feed January 1 was up 5 percent from a year ago, but stock sheep inventories were down 2 percent. Since supplies in the next few months will come mainly from animals on feed, they will likely be up from a year earlier. Supplies later could be a bit smaller than last year.

Neither military takings nor foreign trade in meat is expected to show much change this year. Government export programs, which helped boost exports last year by one-fourth over the 1955 rate, are being continued. Prospective gains in domestic prices may slow down or even halt the downward trend in imports.

Fishery Products 1/

U. S. civilian consumption of fishery products in the next few months is expected to average a little higher than a year earlier. Stocks of both canned and frozen products on January 1 were somewhat larger than on the same date last year. Imports through about mid-spring probably will not differ substantially from those in the closing part of 1956. Retail prices of fishery products during the next few months will likely be close to the record levels of a year earlier, reflecting continued strong demand.

Per capita consumption of fishery products in 1956 was up a little from the 1955 rate. Smaller increases occurred for both canned and frozen commodities, but the rate for the fresh items was about unchanged. Retail prices for fishery products as a group, judging from the BLS wholesale prices, were the highest in recent years.

1/ Prepared in cooperation with the Fish and Wildlife Service, U. S. Department of the Interior.

Commercial landings of edible fish and shellfish were about 4 percent higher in 1956 than a year earlier. Increases were the largest for the species used mainly for canning, and this was reflected in heavier packs of canned salmon, Maine sardines, tuna, and mackerel. The catch and the canned pack of California sardines was substantially lower than in 1955. The pack of canned tuna last year was record large. A much greater proportion of the pack in 1956 was from tuna landed by American fisheries. In recent years a sizable part of the canned pack has been from frozen tuna imported from Japan. The catch of tuna by Japanese vessels was smaller than in 1955.

The volume of fish and shellfish frozen commercially in the continental United States in 1956 was down more than 10 percent from the preceding year. Stocks of frozen products at the end of the year totaled about 5 percent larger than a year earlier. The increase in stocks reflects mainly the much heavier imports of frozen fish fillets and shrimp in 1956.

Imports of fresh and processed fishery products were noticeably higher than in 1955, but exports were a little lower. Canned salmon exports were reduced heavily, but the increase for California sardines were nearly offsetting.

Poultry and Eggs

Total supplies of chicken and turkey are likely to be record large in 1957, and egg supply will be about at the 1956 record. Output of eggs for the year as a whole may not keep up with the expected rise in the civilian population. Civilian per capita consumption of both chicken and turkey is expected to average a pound higher than the 1956 records. Retail prices of poultry meats and eggs may average lower than in 1956, at least during the first 6 months.

Egg production in the winter months is expected to remain above a year earlier, with the difference narrowing in the latter part of the season. Supplies of eggs for current consumption may be somwhat heavier this spring, because of the likelihood of smaller storage and breaking operations. Storage operations, generally were not profitable last year because of the continued high level of production and relatively low prices from mid-summer to mid-fall.

Egg production during the second half of 1957 will reflect the expected heavier rate of lay per bird and probable reduction in flock from a year earlier, and may average quite close to that for the same period of 1956. The number of layers then may be below 1956 since farmers are likely to raise fewer chickens for flock replacement this year and retain more hens for a second year of laying.

Civilian consumption of eggs in 1956 was slightly below the 1955 rate. Retail egg prices averaged close to those in 1955. The lower level which prevailed beginning in August slightly more than offset the generally higher prices of the first 7 months.

Because of heavy supplies and relatively low prices to farmers, the U. S. Department of Agriculture purchased surplus quantities of medium size eggs in late 1956. When this program was suspended in the first week in December, about 584 thousand cases (30 dozen each) had been purchased for distribution to the School Lunch Program and other eligible outlets. The program was reinstated in February with purchases of large eggs.

Larger supplies of chicken meat well into the spring are indicated by the greater number of broiler chicks now being raised and the increased number of broiler-type eggs in incubators. Supplies through the year are expected to continue somewhat above a year earlier. Any output reduction due to lower prices, however, will be moderated by the system of financing which continues to play an important part in broiler production. The number of farm chickens in the poultry supply during the coming months may be smaller than a year earlier since the number of chickens raised in 1957 as flock replacements may be down somewhat. In February farmers reported intentions to raise 9 percent fewer replacements than in 1956.

Civilian consumption of chicken in 1956 was record large at 23.4 pounds per capita, exceeding the previous year's rate by 12 percent. Retail prices of ready-to-cook fryers (the only class of poultry meat for which the BLS collects retail price information) averaged 48.2 cents per pound, down about 15 percent from 1955 and the lowest in the postwar period.

Much more turkey will be available this year, particularly in the first 6 months, as indicated by record large stocks now in cold storage and larger marketings of breeder hens. Also, more young birds will be marketed throughout the year. Retail prices of turkey during the first half of the year will likely average well below those in the same part of 1956.

How much turkey will be available during the second half of this year will depend on the number of birds raised. Farmers' intentions as of January 1 indicated a 10 percent increase, with a prospective increase for heavy breed birds more than offsetting a decline for light breeds. The Department of Agriculture has cautioned growers that the size of the increase indicated by January intentions would result in serious marketing problems for turkeys beginning about mid-summer.

Civilian consumption of turkey per person in 1956 was near record. Increased consumption during the second half of the year far over-shadowed the low rates in the first half, when supplies were mainly from relatively small storage stocks. Retail prices remained at a fairly high level well into the summer, and then declined earlier than usual as marketings from the record large turkey crop picked up.

Dairy Products

Supplies of dairy products in the United States for 1957 will total slightly below the record high reached in 1956. This results mainly from sharply smaller Government holdings of dairy products this January 1 than last. Production of milk in 1957 promises to exceed that of 1956 by at least two billion pounds. Little change is expected either in the overall per capita consumption of dairy products or most individual items. Aggregate consumption of dairy products will show an increase comparable to that in prospect for production, as a result of population growth. Consumer income probably will increase. Retail prices are expected to average at about the level of recent months.

Production of milk in the United States has set four successive records in the last four years. In 1956, it reached 125.7 billion pounds, about 11 billion above the 1951-52 level and a new high record despite a record small number of milk cows on farms. The average rate of production per cow last year exceeded 6,000 pounds, an increase of about one-fourth over that 10 years earlier. Continued expansion in milk production is probable. Production of milk per cow this January was the highest on record for the month, and total output was a little above a year earlier.

Per capita consumption of dairy products usually fluctuates little from year to year. According to preliminary statistics, from 1955 to 1956 the per capita use of milk products showed practically no change.

Per capita use in 1956 averaged 699 pounds whereas the average for 1950 was 731 pounds. Included in the 1956 total, however, was 31 pounds of milk equivalent of dairy products distributed from CCC supplies to the School Lunch and other eligible programs, or purchased wholly or partly with Government funds, i.e.the Special Milk Program. The comparable figure in 1950 was only 13 pounds. Hence,consumption of dairy products distributed through commercial sources in 1956 averaged 668 pounds compared with 718 pounds in 1950.

Since the level of dairy prices in the United States is higher than in most other major producing countries, U. S. exports of dairy products are small. For a number of years imports of all important dairy products have been subject to a system of quotas. In the last several years, imports have been equivalent to about a half billion pounds of milk. Under the broad authority for distributing dairy products purchased by the CCC under the price support program, non-commercial exports of dairy products by the United States were increased substantially. The heaviest movement was during 1955 and the first half of 1956. By the summer of 1956, CCC supplies of butter were virtually exhausted, and offers for donations abroad were withdrawn. With stocks of butter now very small, it is likely that butter exports this year will be small, but exports of cheese and nonfat dry milk will continue large. Substantial quantities of all three items will continue to be distributed to authorized domestic agencies, since purchases probably will be as large this year as in 1956. Moreover, the Special Milk Program will probably show a further increase in the volume of milk distributed as procedures for distribution are further improved and outlets expanded.

Retail prices for most dairy products averaged higher in 1956 than in 1955,following slight increases in support levels for milk and butterfat in April 1956. These increases were accounted for largely by higher prices to farmers for raw milk. Over a long period, however, retail prices of dairy products have advanced more rapidly than have returns to farmers for milk. Dairy prices probably will continue near present levels on the average for the next year except for seasonal variations. The level of supports announced February 9, will continue unchanged from the 1956-57 level. Commercial supplies of milk products are likely to exceed commercial uses at these support levels most of the time.

Fats and Oils

Supplies of food fats and oils through September will be near the year-earlier record high, maintained by the very heavy supply of soybean oil. Butter production will likely be at about last year's rate. Total butter supplies will be somewhat lower, because of the substantially smaller volume of Government-owned stocks. Less lard will be available because fewer hogs will be slaughtered this year. Reduced supplies of cottonseed oil reflect the 9 percent smaller crop of cotton in 1956.

Civilian per capita consumption of food fats and oils in 1957 probably will average about 45 pounds (fat content), up very slightly from a year ago. Little change from last year is expected in the consumption rates for butter, margarine, lard, and shortening. Civilians may take a little more per person of the "other edible oils" (used mainly in the form of cooking and salad oils, mayonnaise and French dressings, and possibly "ready-to-eat" foods), continuing the moderate upward trend of the past few years. Retail prices through next summer are likely to average near present levels, but a little higher than a year earlier.

A near-record high level of exports of food fats and oils is in prospect for this year. Foreign demand is expected to remain relatively strong, because economic activity abroad continues high and stocks of fats and oils last fall were rather low. Heavier exports of soybeans and soybean oil from the United States this year than last are likely to offset in large part the reduction for lard and cottonseed oil. Butter exports may be much smaller than last year, reflecting the depletion of CCC stocks. Various Government programs will continue to facilitate these exports.

Food uses of fats and oils by U. S. civilians in calendar 1956 totaled 44.4 pounds (fat content) per person, a half pound less that a year earlier. The drop was mostly in shortening. More lard was used in shortening compared with a year earlier, because the price of lard was relatively low compared with the edible vegetable oils. Per capita disappearance of "other edible oils" (used in cooking and salad oils, etc.) increased slightly, following the upward trend of recent years.

Supplies of all food fats continued abundant in 1956 with a large rise in soybean oil. Exports continued heavy. More lard was shipped abroad, mainly because of lower prices. Exports of edible oils and soybeans were at a record level because of strong world demand, limited supplies from other exporting areas, and various U. S. Government programs--including Public Law 480. Butter exports were the second highest of record, mainly because of U. S. programs, including relief.

Retail prices of food fats and oils except butter trended upward beginning in the first quarter of 1956, reversing the general downward movement which started after mid-1954. The sharpest uptrend in 1956 occurred for lard and shortening. Butter prices, which did not follow the general pattern of the other food fats and oils in 1955, also trended upward last year.

Fruit

Somewhat larger supplies of both fresh and processed fruits are expected in the first half of 1957 than a year earlier. Among the citrus fruits, prospects are for moderately larger supplies of oranges, a small increase for lemons, but a little less grapefruit. For the deciduous fruits, cold storage holdings on February 1, 1957 indicate moderately more pears for marketing this winter and spring, but slightly less apples and much less grapes compared with a year earlier. Early-season prospects are for increased supplies of fresh strawberries this spring, with most of the increase in late spring.

Somewhat more canned fruit, frozen fruit and fruit juices, and dried fruit are available for consumption during the first half of 1957 than a year earlier, but less canned fruit juices. Most of the canned, dried, and frozen fruits will be from last year's packs. In contrast, most of the frozen and canned fruit juices will come from production during the first half of 1957. In Florida where most of these juices are packed, remaining supplies of oranges on February 9, were 8 percent larger than a year earlier, but those of grapefruit were 7 percent smaller. Total stocks of frozen fruit juices in cold storage on February 1, 1957 were 22 percent above a year earlier. In Florida, stocks of canned single-strength citrus juices held by packers were about 6 percent under those at the beginning of 1956.

The 1956-57 crop of oranges was estimated as of February 1 to be about the same as in 1955-56. However, production of Valencias, harvest of which will start in Florida in February and in California in May, is expected to be down 2 percent from 1955-56. Prospective production of Florida Valencias, which provide most of the oranges both for fresh market sale in the spring and for making frozen concentrated orange juice, is a little higher than last year. The expected crop of California Valencias, which provide most of the fresh oranges marketed during summer, is noticeably smaller. Although early production of frozen and canned orange juice in Florida was moderately smaller than in 1955-56, total output of frozen orange concentrate in 1956-57 is expected to exceed that of a year earlier.

Grapefruit production in 1956-57 may be down 5 percent from the previous year. The reduction is mainly in Florida, where the largest part of the nation's crop is grown. Early-season output of canned single-strength grapefruit juice in Florida has been a little smaller than in 1955-56, and that of canned grapefruit sections has been moderately smaller.

In 1956, civilian consumption of fresh and processed fruit (fresh equivalent basis) was a little smaller per person than in 1955. Exports of many fresh and processed fruits were up in 1956 and year-end stocks of processed items generally were larger than on January 1, 1956. Retail prices tended to be up a little in 1956.

Total production of fruit in 1956 was not greatly different from that in 1955. A small increase in citrus fruits was about offset by a slight reduction in noncitrus. Increases over 1955 for peaches, pears, plums, prunes, and strawberries offset, in large part, declines for apples, apricots, cherries, and grapes. Reduced crops of apples and cherries largely reflected the effects of winter and spring freezes, and unfavorable weather during the pollination period in spring.

The 1955-56 citrus crop, most of which was harvested in calendar 1956, was up 2 percent from a year earlier. Exports of both fresh and processed citrus from this crop were much larger than in 1955, partly because freezes destroyed the Spanish orange crop in early 1956. Heavy exports contributed to the reductions in the volume of oranges available to U. S. civilians in late spring and summer. During fall, the amount of fresh oranges and grapefruit was smaller than a year earlier because 1956-57 early crops matured later than those of 1955-56.

The 1956 crop of treenuts was about 7 percent larger than the preceding one. The harvest of almonds and pecans was larger than in 1955, but that of filberts and walnuts was smaller.

Consumption of fresh deciduous fruit per person last year was up a little from the 1955 rate. Based on preliminary data, increases in consumption of peaches, pears, and strawberries more than offset decreases in other fresh deciduous fruits.

Civilians had a little over 21 pounds of canned fruits per person in 1956, slightly less than in 1955. Although the slightly larger production set a new record in 1956, exports were up sharply and stocks at the end of 1956 were up considerably from a year earlier. Among the major items comprising the 1956 canned fruit pack, record output was reported for peaches, pears, and fruit cocktail. The packs of canned apricots, sweet cherries, and sour cherries were smaller. Receipts of canned pineapple from Hawaii were at least as large as in 1955.

Consumption per capita of canned fruit juices in 1955-56 was close to the 1954-55 rate of about 13 pounds (single-strength basis). Most consisted of citrus juices as usual. In Florida, the 1955-56 pack of canned citrus juices, most of which was consumed in calendar 1956, was about 4 percent larger than the 1954-55 pack. Increases in the packs of grapefruit juice, tangerine juice, and blended orange and grapefruit juice more than offset a reduction in orange juice. Receipts of canned pineapple juice from U. S. Territories were a little larger than a year earlier.

Civilian consumption of frozen fruits and fruit juices in 1956 was about 8.3 pounds per person,nearly the same as in 1955. Although final figures are not yet available on fruits and juices frozen in 1956, it appears that total production was slightly larger than in 1955. Total production of frozen deciduous fruit was close to that in 1955, but stocks at the end of 1956 were up about 7 percent. Production of frozen strawberries and orange juice concentrate set new records.

Per capita consumption of dried fruits in 1955-56 was close to the level of recent years. Tentative figures indicate that production in 1956 was 6 percent heavier than the 1955 pack. A 40-percent increase in the pack of dried prunes more than offset decreases in raisins and some other items.

Vegetables

Production of vegetables for fresh market sale is expected to be about a tenth smaller this winter than last and prices at least moderately higher. The increases in production likely for cauliflower, sweet corn, tomatoes, artichokes, Brussels sprouts, cucumbers, eggplant, and kale probably will be more than offset by decreases for cabbage, carrots, lettuce, lima beans, snap beans beets, broccoli, celery, green peppers, shallots, and spinach. The smaller supplies of winter cabbage will be supplemented by large storage stocks from the 1956 fall crop. Dry onion stocks on January 1 were also moderately larger than last year. Imports of winter-season vegetables, especially tomatoes, are expected to be heavier than last year, when crops on the West Coast of Mexico suffered severe freeze damage.

Substantially more processed vegetables are available for distribution the remainder of this season--which ends about mid-1957--than a year ago. Consumption of processed items is expected to continue above year-earlier levels. But total carryover stocks are likely to be larger than at mid-1956 and retail prices during the next few months are expected to average a little lower.

Supplies of potatoes available for consumption in the first half of 1957 probably will be somewhat larger than in the same part of last year. Stocks of fall potatoes on February 1 were 19 percent larger. Prospective production of winter-season potatoes, although small compared with winter consumption, is up sharply from a year earlier. No production estimates are available for subsequent seasons, but intentions reports indicate that growers plan to plant a little larger acreages for both spring and early summer harvests.

Fewer sweetpotatoes will be available in the first half of 1957 than a year earlier. Prices at retail for the smaller supplies are expected to average above 1956. Civilian per capita consumption of sweetpotatoes in recent years has been sharply below the pre-World War II rates.

Total supplies of dry edible beans are a little smaller this season (which ends next August) than last, but appear more than adequate to meet anticipated requirements. Domestic consumption in the next several months may be a little smaller than a year earlier, and exports substantially lower. Consumers probably will pay more for pintos and large limas, and less for red kidney and pea beans.

Supplies of dry field peas are almost double the light supplies of a year earlier and substantially above the 1949-54 average. Both domestic and export outlets are taking more peas. Retail prices of dry peas from January to July are expected to average moderately lower than a year earlier.

Civilian consumption of fresh vegetables per person was a little larger in 1956 than in 1955. Demand was strong throughout the year, and retail prices averaged somewhat higher. Although total production was up in 1956, some relatively high priced items were not as plentiful.

Among the more important vegetables grown primarily for fresh market sale, the tonnage of asparagus, broccoli, cabbage, cauliflower, and onions produced in 1956 was substantially larger than a year earlier; and carrots, celery, lettuce, and spinach moderately larger. Production of snap beans, cucumbers, green peppers, tomatoes, and green peas was smaller.

Consumption of canned vegetables in 1956 was a little larger than the previous year's rate despite fairly light supplies of some items in the first six months. During the first half of 1956, stocks were drawn upon heavily. Retail prices last year averaged about the same as in 1955.

Production of vegetables for processing and partial data on the size of the packs indicate that output of canned vegetables in 1956 set a new record high. The packs of sweet corn, tomatoes, tomato juice, tomato catsup, chili sauce, lima beans, pumpkin and squash, and sauerkraut were much larger than in 1955; peas moderately larger, and snap beans slightly larger. Production of canned asparagus was smaller.

Preliminary estimates indicate consumption of frozen vegetables in 1956 was slightly above the 1955 rate. Indications are that the 1956 pack of frozen vegetables substantially exceeded the preceding year and was the largest of record. Packs of frozen green peas and cut corn, were the largest ever; the asparagus pack was a fourth larger than in 1955.

Civilian per capita consumption of potatoes was a little lower in 1956 than in 1955, primarily because of lighter supplies and higher prices during the spring and summer months. Although total supplies beginning in late summer were heavier than a year earlier, marketings were fairly orderly, and prices averaged moderately above the low levels which prevailed in the last 3 months of 1955.

Consumption of sweetpotatoes, at about 7.5 pounds per person, was substantially smaller in 1956 than a year earlier. The sweetpotato crop was down about a fifth. Retail prices during the first half of 1956 were well below those of a year earlier because of large supplies from the 1955 crop. When supplies from the relatively small 1956 crop began moving to market after mid-year, retail prices averaged moderately higher.

Preliminary estimates indicate that consumption of dry edible beans was up noticeably in 1956 from 1955. Retail prices were lower and ample supplies of most classes of dry beans were available. Larger exports included substantial quantities of Government-owned beans shipped under the Foreign Donation Program.

Supplies of dry field peas in 1956 were larger than in 1955, when the crop was extremely short. The domestic disappearance rate was substantially above that of 1955. Exports were up substantially because of severe weather damage to the Netherlands crop.

Cereal Food Products

Civilian per capita consumption of cereal food products in 1957 is expected to be close to last year's rate. Retail prices of these products are expected to average a little higher than in 1956 mainly because of the probable continued increase in processing and distribution costs.

Total supplies of grains during the next 5 to 6 months, although not as large as a year earlier, will be plentiful and more than adequate to meet anticipated domestic needs and exports. More corn will be available, but less of the other grains including rice.

Domestic use of wheat in 1956 totaled slightly higher than in the preceding year. Civilian consumption of food products made from wheat (in terms of "grain equivalent") totaled about the same as last year, although the per capita rate of consumption was somewhat lower. Exports were substantially higher than in 1955 as a result of increased sales made for "soft" foreign currencies and through barter arrangements, as authorized under Public Law 480. According to reports of the Bureau of Labor Statistics, the price of bread in 1956 averaged slightly higher than a year earlier, and that of wheat flour slightly lower.

Wheat supplies in 1956 were record large, slightly exceeding the large supplies in 1955. Although the crop was 7 percent larger, stocks this January 1 were reduced as increased exports more than offset the increase in output.

The rye crop in 1956 was a fourth smaller than a year earlier but about equal to the long-time (1945-54) average. The smaller crop generally reflected unfavorable weather conditions. Civilian consumption of rye in food products continued at the previous year's per capita rate of 1.7 pounds (grain equivalent) per person.

Civilian consumption of rice per person during the 1955-56 marketing year was about the same as a year earlier even though supplies were at a record high level and retail prices averaged 3 percent lower. The rice crop in 1956 was about 15 percent smaller than a year earlier, but beginning stocks were larger. As a result, supplies available for distribution during 1956-57 are only fractionally below the record high level of the preceding year. Exports are likely to be very large in 1956-57.

Corn supplies in 1956 were the largest of record, reflecting record stocks on January 1 and a bumper crop, second only to 1948. Supplies of oats and barley on hand for the first half of the year also were record large, but smaller crops in 1956 resulted in smaller supplies for the last half of the year.

Civilian consumption of corn food products (grain equivalent) in 1956 is estimated at near the 1955 level of 45 pounds per capita, grain equivalent. Per capita consumption of corn sirup and corn sugar increased a bit. Cornmeal consumption has followed a steady downward trend for a number of years. The estimated level of about 10 pounds per capita in the past 2 or 3 years is less than half the per capita consumption just prior to World War II.

Per capita consumption of food products of oats and barley is estimated to have been fairly stable in recent years, although the food use of these products has declined from the level of 10 years ago. The downward trend in the consumption of oatmeal in recent years has been largely offset by an increase in the consumption of ready-to-eat oat cereals.

Sugar

The domestic demand for sugar in 1956 was strong, and retail prices trended upward during the year. Between May and December the retail prices of refined sugar rose 2 percent, while the average for the year was only 1 percent higher than in 1955. The volume of sugar marketable domestically under quota was raised several times during the year. Record large marketings by primary distributors in 1956 totaled 8,893,000 tons (raw value), almost 6 percent above 1955 and 19 percent above the 1947-49 average. Some of the increase in sugar marketings last year, particularly in the late months, went into building inventories of secondary distributors of sugar and of the food processing industry. Estimated civilian consumption of sugar was only slightly above the 1955 rate of 96.3 pounds per person.

The sugar marketing quota for 1956 was initially established by the Secretary of Agriculture at 8,350,000 tons (raw value). The quota was subsequently raised 8 times, bringing the total up to 9,000,000 tons.

Although primary distribution was record large, domestic prices of sugar at all levels in the distribution channel edged upward in 1956. The BLS wholesale price of refined sugar rose more than 5 percent in 1956; the percentage rise at retail was a little less than half of the wholesale price rise.

The strong demand for sugar--especially in the last quarter of 1956--reflected the threat of a waterfront strike; the Suez situation, and a somewhat smaller sugar crop in Europe, which resulted in rapidly rising world sugar prices and dwindling of stocks of sugar in Cuba; and the anticipation of a short crop of sugar in Cuba.

The quota for 1957, originally set at 8,800,000 tons (raw value), has already been raised to 9,000,000 tons. A quota of this size, if filled, will provide adequate supplies for U. S. consumers this year.

U. S. MILITARY PROCUREMENT OF FOOD [1]

The U. S. Department of Defense conducts one of the largest food operations in the world in provisioning Armed Forces personnel at home and abroad [2], and supplying those foreign aid programs designated as a military responsibility. This function is now performed through a single organization in the Department of Defense. From about 1941 until late 1956, procurement of major foods was centralized, but for the most part each military service operated separate distribution programs. Prior to 1941, both procurement and distribution were decentralized.

The annual flow of farm commodities for food use out of domestic supplies into military channels since 1941 has ranged from a low of 1 percent to a high of almost 8 percent of the total flow [3]. Except for two interruptions --in 1947-49 and 1951--military acquisitions of food since 1944 have been trending downward.

Livestock products represented the largest component of the food flowing into military channels in every year except 1947-49. During that 3-year period, grains and grain products formed the leading commodity group.

Procurement Arrangements for Food

Between World Wars I and II, food usually was procured locally by individual military installations. At overseas stations those commodities which could not be obtained locally were supplied through an assigned domestic requisition point.

In 1941, because of the rapid increase in numbers of military personnel, expansion of established military installations and the opening of new ones, all local sources could not adequately supply the quantity and types of food needed. As a consequence, a central procurement system was initiated by agreement of the military services. Only fresh fruits and vegetables were purchased early in 1941 through the Quartermaster Market Center System operated by the Department of the Army. By the end of that year, almost all perishables needed by the military services were being obtained through the Market Center System.

Centralized procurement was inaugurated by mutual agreement in 1942 for those processed foods which were used by more than one of the military services. Other processed foods continued to be purchased by the individual services or, on specific request, through the Market Center System.

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[1] By Harry Sherr, Statistical and Historical Research Branch, AMS.

[2] Includes provisioning, on a cash reimbursable basis, commissaries operated for members of the Armed Forces and their families.

[3] The flow of food commodities is measured in terms of farm value, computed using constant farm prices (i.e., average prices in 1947-49) and the farm equivalent of food moving into the supply and into utilization channels in the same year. For a detailed explanation of the method of computation see: Measuring the Supply and Utilization of Farm Commodities, New Indexes, 1924-54, Agriculture Handbook No. 91, November 1955.

The coordinated food procurement arrangement agreed upon by the various military services in 1941 and 1942 continued into 1947. In November of that year the arrangement was formalized by the Munitions Board. On November 7, 1955 the Department of Defense announced a unified food supply system for distribution and other supply functions in addition to procurement. Although procurement of major food items up to that time was centralized, each service retained control of distribution within its organization. The Military Subsistence Supply Agency was established to provide the military services with their food supplies and began formal operations effective December 7, 1956.

Between World Wars I and II before centralized procurement was developed, local purchases of food by camps and installations were for the most part based on advertised invitation for bids. The lowest bidder was awarded the contract. Procurement was by direct negotiation for commodities such as fresh fruits and vegetables, where personal inspection is required at time of purchase.

The method of buying based on advertised invitation for bids or direct negotiation was retained even after development of centralized procurement of major subsistence in 1941 and 1942. However, soon after the United States entered World War II, it was necessary to establish "set-aside" orders for many foods--particularly the processed ones--because response to invitations for bids did not meet full needs. Under the "set-aside" system administered by the War Food Administrator, a predetermined portion of production was reserved for purchase by military and other agencies conducting operations essential to the war effort. The "set-aside" orders were terminated after the war.

Procurement of food by military agencies since the end of World War II has been largely on the basis of advertised invitation for bids and, for certain commodities, direct negotiation. A "set-aside" order was in effect for canned fruits and vegetables during the period of conflict in Korea. In the past few years, purchases have been made based on "Notice of Intent to Purchase." This is similar to an invitation for bids, except that bids which are received in response to the "Notice" may be further negotiated for the purpose of reducing the price before the award is made.

The quantities of individual foods purchased through the Market Center System are determined by requirements and both available stocks and desirable stock levels. Food requirements for military personnel generally are developed on the basis of preplanned menus for specific numbers for specific periods. Such menus include proper foods for a balanced diet, in terms of both nutrients and acceptability, within a prescribed dollar cost. Food requirements under foreign aid programs are computed on the basis of the quantity of food needed to maintain health and fill particular needs of an area. Locally available stocks and local production are also considered.

During the inter-World War period, food procurement was the responsibility of the commanding officer of each military installation. He supplied a prescribed general ration per man at a fixed cost per ration per man. Preplanned menus were not centrally developed by any military service at that time.

Military Withdrawals of Food from Domestic Supplies

The annual movement of food into military channels has ranged from 1 to 8 percent of the estimated total annual flow out of domestic supplies into utilization since 1941. (See table 4.) The low point was in 1941 and the peak in 1944. The downtrend in military acquisitions of food since 1944 was reversed temporarily both during 1947-49 and in 1951. During the 3-year period, very large quantities of grains and grain products were procured for foreign aid programs; in 1951 supplies were built up for the Korean conflict. Despite these two emergencies, the annual flow of food into military channels during the postwar period has constituted between 1.2 to 2.3 percent of the total flow into utilization.

Table 4.- Military takings of farm commodities for food use 1/

Calendar year	Index 1947-49=100	Percentage of total utilization of all farm commodities	Farm value 2/		
			Total	Livestock products	Crops
		Percent	Mil. dol.	Mil. dol.	Mil. dol.
1941	42	1.0	364	257	107
1942	151	3.4	1,288	901	387
1943	247	5.2	2,116	1,546	570
1944	366	7.7	3,129	2,221	908
1945	340	7.2	2,909	1,872	1,037
1946	87	1.9	746	488	258
1947	91	2.0	776	352	424
1948	105	2.3	896	305	591
1949	105	2.3	896	279	617
1950	56	1.2	475	293	182
1951	112	2.3	958	656	302
1952	82	1.7	706	498	208
1953	77	1.6	656	472	184
1954 3/	65	1.3	552	422	130
1955 3/	58	1.2	498	397	101

1/ Includes quantities shipped for civilian use in liberated and occupied areas. 2/ Value at 1947-49 farm prices. 3/ Preliminary.

The farm value 4/ of annual military acquisitions of livestock products has greatly exceeded the farm value of crops (see table 5), except for the years 1947 to 1949 when substantial quantities of grains and grain products were taken for distribution through foreign aid programs. The rise for livestock products was relatively sharper than for food from crops for most of the years since 1941, when the annual military food takings increased. When there was a decline, that for livestock products was relatively smaller. The high proportion of livestock products reflects not only the relative importance of high protein foods--particularly those of animal origin--in diets of personnel serving with the Armed Forces and the popularity of these foods, but also the high unit farm price in relation to other farm commodities having food uses. By commodity subgroups, among the food items acquired by military services since 1941, the value of the flow has been highest for meats, poultry and eggs, dairy products, and fruits and vegetables.

The overall pattern--i.e., livestock products comprising the major portion of the total--of military food takings in most years is similar to the flow of food into civilian use. Excluding 1947 to 1949, livestock products have represented from 64 to 80 percent of the total farm food flowing into military use. Livestock products have made up about 64 to 71 percent of the total food flowing into civilian use annually since 1924, when this statistical series began.

Meats account for the largest proportion of the annual flow of farm food into military use. Meats have represented since 1941 between 40 to 50 percent of the annual total, except for the years 1947 to 1949. During this 3-year period the range was from 17 to 29 percent, because of both the lower volume of meat acquired and the very large volume of grains and grain products taken for foreign aid programs. Since 1947-49, acquisitions of meat have been larger and those of grains and grain products relatively lower.

Poultry and eggs have been the second largest value group among the foods moving into military channels from domestic supplies each year since 1941. The range during this period was from 5 to 18 percent. The relative importance of the poultry and egg group has been on the uptrend since 1949, reaching a temporary peak in 1955. Acquisitions of poultry and eggs have been declining in recent years, but at a slower rate than the total for all foods.

Fruits and vegetables 5/ form the third leading group, ranging from 10 to 18 percent of acquisitions between 1941 and 1955.

4/ Farm value represents the equivalent farm weight of food acquired annually, valued in terms of the average price received by farmers during 1947-49.

5/ Includes the farm value (at constant prices) of fresh and processed fruits and vegetables, potatoes, sweetpotatoes, and dry edible beans and peas.

Table 5.- Relative importance of military takings of farm commodities for food use, by commodity group, United States, annual 1941 to 1956 1/

Calendar year	Total all farm foods used in year	Livestock				Crops					
		Total	Meat animals	Dairy products	Poultry and eggs	Total	Fruits and vegetables 2/	Grains	Oil crops	Sugar crops	Other foods 3/
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.
1941	100	71	41	17	13	29	18	4	1	2	4
1942	100	70	50	10	10	30	16	3	1	2	8
1943	100	73	50	12	11	27	14	4	1	2	6
1944	100	71	46	12	13	29	13	6	1	2	7
1945	100	64	41	10	13	36	11	13	1	3	8
1946	100	65	40	9	16	35	10	23	4/	1	1
1947	100	45	29	9	7	55	10	44	4/	1	4/
1948	100	34	18	7	9	66	16	47	1	1	1
1949	100	31	17	9	5	69	11	50	5	4/	3
1950	100	62	41	9	12	38	10	19	3	1	5
1951	100	69	46	9	14	31	13	9	1	1	7
1952	100	70	42	12	16	30	14	10	1	1	4
1953	100	72	43	12	17	28	11	11	1	1	4
1954 5/	100	76	46	13	17	24	11	7	1	1	4
1955 5/	100	80	45	17	18	20	10	4	1	1	4
1956 6/	100	79	---	---	---	21	---	---	---	---	---

1/ Takings represented by farm value, at constant farm prices, of annual military acquisitions of farm foods from domestic supplies. Farm value computed on basis of equivalent farm weight of military food acquisitions in each year and average farm prices of food commodities in 1947-49.

2/ Includes fruit, vegetables, potatoes, sweetpotatoes, dried beans and peas.

3/ Includes coffee, tea, cocoa beans, and bananas.

4/ Less than 0.5 percent.

5/ Preliminary.

6/ Estimate.

Dairy products had a range from 7 to 17 percent. The high proportion of dairy products in 1955 reflects increased takings of fluid milk, butter, and cheese. Under the authority of Public Law 690 (Agricultural Act of 1954), the Commodity Credit Corporation has made available to the Armed Services free of charge surplus butter and cheese in quantities needed over and above normal purchases; for fluid milk the Services are reimbursed in part for the cost of quantities purchased in excess of normal requirements.

Since 1943, grain and grain products have been a relatively much larger part of total food acquisitions by the military services than personnel needs alone would warrant. The excess over requirements was taken to cover needs under the foreign relief and rehabilitation programs operated by the military services and other programs which they administered cooperatively.

From 1947 to 1949, grain and grain products accounted for 44 to 50 percent of the total annual flow of farm food commodities out of domestic supplies into military channels. The percentage was much lower both prior and subsequent to this 3-year period. The sizable relative increase in takings for the foreign aid programs was due to many factors, among which were poor crops in Western Europe during 1947, the threat of a setback in economic rehabilitation there, and the weakness of Western European currencies as media of exchange in the world market. Foreign aid programs of military services after 1949 did not require as much food from the United States as did those in the latter part of World War II and in the early postwar years.

Comparison of Food Group Importance in Civilian and Military Takings

Livestock products have represented the major portion of the total annual flow of farm foods into U. S. civilian and military channels, respectively, as far back as records are available. Livestock products represented a larger part of the total food flow to military agencies than to civilian use (see table 6), since 1941, when information on military takings became available, and except for the years 1945 to 1950.

From 1941 to 1955, excluding the period 1947-49, meat ranged from 40 to 50 percent of the total annual food movement into military channels out of domestic supplies. From 1947 to 1949, the range was from 17 to 29 percent. 6/ Meat accounted for 34 to 37 percent of the total movement of farm foods into civilian use during the same 15 year period.

6/ These comparisons apply only within each sector--i.e., within the U. S. civilian sector and within the U. S. military sector--and do not reflect the physical quantities moving into one sector in relation to the total amount of meat which moved into utilization in any year.

Table 6.- Relative importance of civilian food use of farm commodities, by commodity group, United States, annual 1941 to 1956 1/

Calendar year	Total all farm foods used in year	Livestock				Crops					
		Total	Meat animals	Dairy products	Poultry and eggs	Total	Fruits and vegetables 2/	Grains	Oil crops	Sugar crops	Other foods 3/
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.
1941	100	66	35	17	14	34	16	6	2	3	7
1942	100	68	35	18	15	32	16	6	2	3	5
1943	100	69	36	17	16	31	16	6	2	2	5
1944	100	69	37	17	15	31	16	6	2	2	5
1945	100	68	34	17	17	32	16	6	2	2	6
1946	100	68	35	17	16	32	16	6	2	2	6
1947	100	69	36	17	16	31	15	5	2	3	6
1948	100	69	36	17	16	31	15	5	2	3	6
1949	100	69	35	17	17	31	15	5	2	2	7
1950	100	69	35	17	17	31	15	5	2	3	6
1951	100	69	34	17	18	31	15	5	2	3	6
1952	100	70	35	17	18	30	14	5	2	3	6
1953	100	70	36	16	18	30	14	5	2	3	6
1954 4/	100	71	36	16	19	29	14	5	2	2	6
1955 4/	100	71	37	16	18	29	13	5	2	3	6
1956 5/	100	71	---	---	---	29	---	---	---	---	---

1/ Use represented by farm value, at constant farm prices, of annual civilian disappearance of farm foods from domestic supplies. Farm value computed on basis of equivalent farm weight food disappearance in each year and average farm prices of food commodities in 1947-49.
2/ Includes fruit, vegetables, potatoes, sweetpotatoes, dried beans and peas.
3/ Includes coffee, tea, cocoa beans, and bananas.
4/ Preliminary.
5/ Estimate.

The other livestock products--i.e., dairy, poultry and eggs--were a larger portion of the total flow of food into civilian channels than they were in the military sector in almost every year since 1941.

Food from crops ranged from 29 to 34 percent of the total annual movement into civilian channels since 1941. The corresponding range for the military services was 27 to 30 percent from 1941 to 1944, and 20 to 30 percent from 1952 to 1955. From 1946 to 1951, food from crops accounted for a larger proportion of the flow to military agencies (ranging from 31 to 69 percent), because of the heavy volume of grains and grain products used for foreign aid programs.

Grains accounted for 3 to 4 percent of total military takings of farm foods from domestic supplies from 1941 to 1943 and in 1955. During the intervening years, the range was 6 to 50 percent. Grains have accounted for 5 to 6 percent of the total farm food flow into civilian channels since 1941.

Fruits and vegetables probably have been much more important nutritionally and in terms of adding variety to civilian and military diets, than the farm value (based on constant 1947-49 average farm prices) of the physical flow would indicate. The farm value of this food group has represented from 13 to 16 percent of the total food flow into civilian channels since 1941. The corresponding range for the military has been from 10 to 18 percent in the same period.

Release of 1955 Household Food Consumption Survey Reports

Two reports on the survey of household food consumption have now been issued, No. 1 for the United States (January) and No. 3 for the North Central Region (February 21). The remaining 3 regional reports will be out within the next month.

To help our readers keep track of reports and articles containing survey data and analyses, we will note recent issuances in each National Food Situation. The January 1957 issue of Agricultural Research carried a short article, "What City Families Spend For Food."

We have found the following two tables, developed from the survey sample counts, to be useful in analyzing consumption data from the survey. Such data on the relative importance of each category of households in regional and U. S. totals are essential for judging the effect of consumption rates of particular groups on the overall U. S. consumption per capita, for example. They are printed here for ready reference.

Table 7.- Distribution of households and of members of housekeeping families, by region and urbanization group, spring 1955 1/

Urbanization	Proportion of households					Proportion of members of housekeeping families 2/				
	United States	Northeast	North Central Region	South	West	United States	Northeast	North Central Region	South	West
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.
	Relative importance of region in United States total									
All	100.0	27.7	30.4	30.3	11.6	100.0	27.0	30.1	32.1	10.8
Urban	100.0	32.6	29.5	24.5	13.4	100.0	32.6	29.7	24.8	12.9
Rural nonfarm	100.0	23.8	29.6	37.6	9.0	100.0	23.4	27.9	40.5	8.2
Farm	100.0	9.6	37.6	45.3	7.5	100.0	9.2	36.3	47.2	7.3
	Relative importance of urbanization group in area total									
All	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Urban	62.2	73.1	60.3	50.3	72.1	59.2	71.4	58.5	45.8	70.3
Rural nonfarm	26.8	23.1	26.1	33.2	20.9	27.9	24.2	25.9	35.2	21.0
Farm	11.0	3.8	13.6	16.5	7.0	12.9	4.4	15.6	19.0	8.7

1/ Derived from 1955 Household Food Consumption Survey. 2/ Based on number and size of economic families. For further explanation, see glossary of Report No. 1 Food Consumption of Households in the United States.

Table 8.- Distribution of households and of members of housekeeping families by region and income, spring 1955 [1]

Urbanization, household size, 1954 income after income taxes (dollars)	Proportion of households in area					Proportion of members of housekeeping families [2]				
	United States	North-east	North Central Region	South	West	United States	North-east	North Central Region	South	West
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.
All urbanization groups										
One person	8.1	7.8	7.8	8.1	9.7	2.4	2.3	2.3	2.2	3.0
Two or more persons - total	91.9	92.2	92.2	91.9	90.3	97.6	97.7	97.7	97.8	97.0
Under 2,000	13.8	7.0	9.9	26.5	7.0	13.3	6.2	8.1	26.5	6.1
2,000-3,999	26.1	24.7	22.0	31.7	24.6	28.1	26.0	23.1	35.4	25.5
4,000-5,999	25.5	30.1	28.4	17.1	29.0	28.2	33.4	31.6	18.8	34.1
6,000-7,999	10.0	11.4	12.8	6.1	9.7	10.9	12.7	14.5	6.3	10.4
8,000-9,999	3.3	3.3	4.5	1.9	4.4	3.8	4.2	5.0	2.0	4.7
10,000 and over	3.8	3.3	5.5	1.4	6.5	4.2	3.7	6.6	1.3	7.4
Not classified	9.4	12.4	9.1	7.2	9.1	9.1	11.5	8.8	7.5	8.8
Urban										
One person	9.1	8.7	7.9	10.4	10.8	2.8	2.7	2.4	3.1	3.5
Two or more persons - total	90.9	91.3	92.1	89.6	89.2	97.2	97.3	97.6	96.9	96.5
Under 2,000	7.9	5.0	4.9	16.9	5.3	7.0	4.3	3.8	16.1	3.8
2,000-3,999	24.4	23.6	19.4	33.5	20.3	26.0	24.5	19.5	38.1	21.9
4,000-5,999	27.8	30.3	30.8	19.7	30.1	31.1	33.8	33.7	22.4	34.6
6,000-7,999	12.0	11.6	15.5	8.6	11.1	13.3	12.9	17.6	9.1	12.0
8,000-9,999	4.1	3.8	5.4	2.7	4.7	4.8	4.9	5.8	3.3	5.1
10,000 and over	5.0	3.9	7.4	1.9	8.2	5.9	4.4	9.1	1.9	9.7
Not classified	9.7	13.1	8.7	6.3	9.5	9.1	12.5	8.1	6.0	9.4
Rural nonfarm										
One person	7.9	5.8	10.2	7.4	7.3	2.2	1.7	3.1	1.9	2.3
Two or more persons - total	92.1	94.2	89.8	92.6	92.7	97.8	98.3	96.9	98.1	97.7
Under 2,000	18.2	10.6	13.5	29.0	9.1	16.6	9.0	10.1	26.9	9.0
2,000-3,999	30.4	27.1	26.3	33.6	39.0	33.7	29.2	29.4	38.5	37.0
4,000-5,999	24.6	32.0	27.1	17.4	27.3	27.8	35.2	31.8	19.3	35.3
6,000-7,999	7.7	[3]11.7	[3]9.7	[3]3.9	[3]6.4	8.3	[3]12.9	[3]11.0	[3]4.1	[3]6.5
8,000-9,999	2.0	[3]2.1	[3]3.0	[3]1.1	[3]2.7	2.3	[3]2.3	[3]3.9	[3]1.1	[3]2.8
10,000 and over	1.9	[3]1.4	[3]3.3	[3]1.1	[3]1.8	2.1	[3]1.9	[3]3.9	[3]1.1	[3]1.7
Not classified	7.3	9.3	6.9	6.5	6.4	7.0	7.8	6.8	7.1	5.4
Farm										
One person	2.8	2.1	2.7	2.8	5.3	.7	.5	.7	.7	1.4
Two or more persons - total	97.2	97.9	97.3	97.2	94.7	99.3	99.5	99.3	99.3	98.6
Under 2,000	36.5	23.8	25.2	51.3	20.0	34.9	21.1	20.9	51.0	17.4
2,000-3,999	24.9	31.6	25.9	22.4	25.3	25.2	32.0	25.7	23.2	26.7
4,000-5,999	14.4	15.0	20.5	7.8	22.7	16.1	16.8	23.5	8.7	26.3
6,000-7,999	4.9	[3]6.2	[3]6.8	[3]2.9	[3]6.0	5.9	[3]8.1	[3]8.3	[3]3.4	[3]7.0
8,000-9,999	1.9	[3]1.6	[3]2.9	[3].8	[3]4.7	2.4	[3]2.3	[3]4.0	[3].7	[3]6.1
10,000 and over	1.1	[3]2.1	[3]1.4	[3].4	[3]2.7	1.2	[3]1.6	[3]1.7	[3].4	[3]2.7
Not classified	13.5	17.6	14.6	11.6	13.3	13.6	17.6	15.2	11.9	12.4

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[1] Derived from 1955 Household Food Consumption Survey.

[2] Based on number and size of economic families. For further explanation, see glossary of Report No. 1.

[3] Data for these categories will be combined for all reports based on the survey because of sampling limitations.

FOOD CONSUMPTION IN THE SOUTH [1]

Family food bills in the South [2] in the spring of 1955 averaged one-fifth less than those for all U. S. families. In total, the South accounted for only one-fourth the U. S. market for food although almost one-third of the country's population lives there. In spite of these comparisons with the rest of the country that show the South coming out on the short side, this region is very important in the U. S. food picture because it contains some of the fastest growing food markets today. The changes that tend to increase expenditures for food, mainly rising incomes and the move to cities, are occurring at a faster rate in the South than in any other region of the country. Many of today's patterns of consumption and expenditure that go to make up this market can be traced from the recently published results of the 1955 Survey of Household Food Consumption. [3] Some of the southern patterns are examined in this article, the first of four articles on regional patterns of food consumption.

Why Is Average Food Outlay Lower in the South?

Average food outlay is lower in the South primarily because average money income is lower. Lower average money income in the South reflects the greater proportion of farm and rural nonfarm families, who tend to have lower money incomes than do urban families. Even urban families in the South generally had lower money incomes than urban families in the rest of the country.

Table 9.- Average 1954 money income after income taxes of families of 2 or more persons in the South, North Central Region, and United States, by urbanization 1/

Region	All urbanizations	Urban	Rural nonfarm	Farm
	Dollars	Dollars	Dollars	Dollars
South	3,329	3,899	3,144	2,010
North Central	5,179	5,917	4,313	3,551
United States	4,544	5,163	3,854	2,852

1/ From 1955 Household Food Consumption Survey.

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[1] By Robert J. Lavell, Statistical and Historical Research Branch, AMS.
[2] Includes Alabama, Arkansas, Delaware, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, and West Virginia.
[3] Report numbers 1-5, Food Consumption of Households in the United States, Northeast, North Central Region, South, and West.

Rural families not only have lower money income, on the average, but a greater proportion of their food comes from home production, particularly for farm families. This too tends to cut down on the average dollar outlay for food in the South.

Still another reason for the lower dollar outlay for food in the South was lower expense for food away from home. Generally, both the proportion eating out and the average amount spent increased with income in all urbanizations at about the same rate. However, the average amount spent in any given income group was greatest for urban and rural nonfarm families and least for farm families. When eating out habits of the South are compared with those of the U. S. as a whole, the average expenditure is substantially greater in each urbanization in the U. S. than in the South. This comes about largely because of the income distribution in the South, for eating out expenditures of rural families in the South are often greater than those of rural families in the same income group in the U. S. as a whole.

Not all the difference in average food outlay between the South and the country as a whole can be explained by income and urbanization distributions and the importance of home-produced food and expenditures for food away from home. Part of it results from the differences in consumption patterns that have evolved over the years from food availability, marketing facilities, and general economic conditions.

Table 10.- Average money value of all food used, food away from home, purchased food used at home, and food used at home obtained without direct expense, for families of 2 or more persons in the South, North Central Region, and the United States, in a week, spring 1955 1/

Region	All food used	Food eaten away from home	Food used at home 2/	
			Purchased	Obtained without direct expense
	Dollars	Dollars	Dollars	Dollars
South	26.15	3.52	18.84	3.79
North Central	31.78	5.22	23.63	2.93
United States	30.42	5.04	22.70	2.68

1/ From 1955 Household Food Consumption Survey.
2/ Excludes alcoholic beverages.

Overall Patterns of Food Consumption at Home

Food used at home includes purchased food and food received without direct expense from home production or as gift or pay. In the reports on the

1955 survey, food received without direct expense has been valued at average prices paid for each item by other households in the same income and urbanization group. This value was combined with that for purchased food to get a measure of total food used at home. The relative importance of the several sources varies largely with income and the opportunity and inclination of families to raise their own food.

Total money value of all food used at home in a week in the spring of 1955 increased less with income in the South than it did in the U. S. Not only was the increase less in the South, but the value was lower in all income groups [4].

Average expenditures for purchased food alone increased with income at a faster rate than did total money value of all food used, because low income families used more food they themselves produced and less purchased food. The inverse relationship between use of home-produced food and income that the overall pattern shows is partly because some low income families must raise much of their food if they are going to eat, but mostly because there are more farm families in the lower money income groups.

Largely because of home production patterns of food used at home differ more among urbanization groups within a region than do average patterns for all urbanizations combined among the several regions. Furthermore, patterns for the same urbanization group in different regions are more similar than the patterns for different urbanization groups in the same region. In order to identify and measure these patterns, households in the 1955 survey were classified by Bureau of Census definitions of urbanization: urban, if they lived in placed of 2,500 or more and in fringe areas around large cities; rural nonfarm, if the community was smaller and it was not a farm operator household.

On the average, 95 percent of food used at home by urban households in the South was purchased by the reporting households. The relative importance of purchased food to total food used at home varied only slightly with income for urban households--even those with an income of less than $2,000 purchased 93 percent of their food used at home, measured by value. A survey made in summer might turn up more home-produced foods when garden supplies are more available. [5] Rural nonfarm households purchased 84 percent of food used at home on the average, and farm households purchased only 53 percent. The relative importance of purchased food for rural nonfarm households increased from 75 percent for those with income of less than $2,000 to 93 percent for those with income over $6,000. Even farm households with incomes over $6,000 purchased less than two-thirds of the food they used at home. All the increase in relative importance of purchased food for farm households resulted from greater purchases, for the average value of home-produced food was about the same for all the income groups.

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[4] See table 2 in Food Consumption of Households in the U. S., in the South. Reports Nos. 1 and 4.

[5] Survey data on home production for the entire year of 1954 are now being tabulated and a special report will be issued.

Purchased Food

Largest food dollar outlay went for meat, poultry, and fish as a group in the South as well as in the U. S. On the average, 30 percent of the total expenditure for food at home in the South was for these commodities, only a slightly lower percentage than that for the U. S. as a whole, though the actual amount spent in the South was considerably less. Relative importance of the meat, poultry, and fish group was greatest in urban household expenditures, 33 percent, and much less in farm household expenditures, 24 percent.

Almost one-fifth of average expenditures for food for home use in the South bought fats and oils, flour and other cereal products, eggs, and sugar and sweets -- ingredients for home baking. Farm households in the South spent 30 percent of their food dollars on these items. The relative importance of expenditures for these items was so much greater for farm households partly because their total expenditures for food were less, and partly because the average amount spent for these items was greater. In the rest of the U. S., average expenditures for them were much less.

Table 11.- Shares of major food groups in home food expense in the South, by urbanization, in a week, spring 1955 1/

Food group	All urbanizations	Urban	Rural nonfarm	Farm
	Percent	Percent	Percent	Percent
Meats	23.0	24.6	21.9	18.4
Dairy products 2/	13.6	14.8	13.0	9.1
Fats and oils 3/	5.1	4.6	5.4	6.7
Poultry and eggs	9.0	10.5	8.5	4.0
Fruits 4/	7.0	6.9	6.7	7.1
Vegetables 5/	11.0	11.3	11.1	10.4
Sugars and sweets	4.2	3.2	4.8	6.9
Cereals and bakery products	13.5	11.3	14.8	19.9
Other 6/	13.6	12.8	13.8	17.5

1/ From 1955 Household Food Consumption Survey. Food expenditures exclude expenditures for alcoholic beverages.
2/ Excludes butter.
3/ Includes butter.
4/ Includes melons.
5/ Includes potatoes and sweetpotatoes.
6/ Includes fishery products, nonalcoholic beverages, and miscellaneous foods.

Milk and other dairy products accounted for one-seventh of the food expenditures in the South. So many farm households produced their own milk supply that purchases of dairy products amounted to less than one-tenth of their expenditures for food at home.

Expenditures for fresh vegetables had about the same relative importance among purchased foods in the South as in the U. S. as a whole. This was true of expenditures for fresh fruits, also. Processed fruits and vegetables, canned, frozen, and dried, were not quite so important as the fresh commodities in this season in both the U. S. and the South.

Home-produced Food

Patterns of home food production in 1955 reveal potential markets for the commercial food industry. As the migration from farms continues and more farm households change to rural nonfarm and rural nonfarm to urban, a smaller part of all food used will come from home production. Because the opportunity of urban households to raise their own food is more limited, and to a certain extent that of rural nonfarm households too, there is a great difference in the patterns of consumption of home-produced food among urbanization groups. Moreover, as nonfarm families have higher dollar incomes, they seem to be less willing to devote time and energy to gardens and other backyard food enterprises.

Home production was so negligible for urban households, about 2 percent of all food used on the average, that statistics on food from all sources combined and purchased food only were published. Home-produced food and food received as gift or pay were not tabulated and published separately.

Rural nonfarm households in the South produced about one-tenth of all the food they used at home, measured in terms of money value. In the U. S. as a whole, rural nonfarm households produced less of their food. Average value of home-produced food remained relatively constant for rural nonfarm households in the South up to those households with income over $6,000 though relative importance decreased because of the progressive increase in value of purchased food by households with higher incomes. Commodities most commonly produced by these households were vegetables, eggs, chickens, and milk. Of these, milk had the greatest money value, though vegetables and eggs were almost as important for the middle income groups and chickens, eggs, and vegetables for the highest income households.

Farm households in the South, on the average, used more than four times as much home-produced food as rural households not operating farms. This amounted to about half the value of all food used by farm households in the lower income groups and a little over one-third the value for those with an income over $6,000. The value of all home-produced food combined did not change much with income, though value of home-produced milk decreased in the upper incomes, and the value of home-produced meat increased substantially with income. Fresh vegetables were the most frequently home-produced commodity during the survey period, probably because of the season, followed closely by eggs. But in terms of value, fluid milk was the most important home-produced commodity for farm households, as well as rural nonfarm, and fresh vegetables 6/ were next in importance.

Do Food Consumption Patterns in the South Differ from Those in the Rest of the U. S.?

Some patterns of consumption of major food commodities are remarkably similar throughout the U. S. and some shift from region to region. Because of differences in household size, consumption patterns of the several urbanization and income groups can be compared more precisely on a per person basis. 7/

Patterns by Urbanization

Patterns are more clearly seen by studying consumption data in two steps, separating income and urbanization effects. Consider first how variation in food consumption patterns by urbanization are different in the South. In order to minimize variations due to income, urbanization groups with like total income are used. To match urban households with money incomes between $4-5,000, the two groups of rural nonfarm households with money incomes beween $3-5,000 are used, and the three groups of farm households with money incomes between $2-5,000. (See table 12.) This extension of coverage in terms of money income for rural nonfarm and farm households allows for the significant contribution of non-money incomes to total income in rural areas. The same upper limit is carried to show expenditures of those in the same money income group in each urbanization.

In the South, rural nonfarm households with total incomes roughly comparable to urban households in the middle income group used about as much fluid whole milk per person as did the urban households. This pattern was found in the North Central Region also--chosen for comparison with the South because of the large farm populations in both. Farm rates of consumption of fluid whole milk were substantially higher than nonfarm rates because of home-produced milk, and this too follows the general pattern in the North Central Region. The picture for buttermilk is different for the South. The rural nonfarm rate of comsumption of buttermilk was much higher than the urban rate, and the farm rate was much higher yet. In the North Central Region, the urban rate was the highest. In addition to the difference in pattern among urbanizations, the rate of consumption of buttermilk was much higher in the South than in the rest of the country.

6/ In the 1955 survey, fresh vegetables include all vegetables brought into the house in fresh form, even though later processed. Fresh fruits were handled the same way.

7/ 21 meals at home equals 1 person.

Table 12.- Consumption per person of selected foods in households of 2 or more persons in selected income and urbanization groups in the South and the North Central Region, in a week, spring 1955 1/

Region and food item	Urban	Rural nonfarm		Farm		
	$4-5,000	$4-5,000	$3-4,000	$4-5,000	$3-4,000	$2-3,000
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
South						
Fluid whole milk	5.80	6.42	5.36	7.04	6.66	7.62
Buttermilk	.51	.88	.70	1.19	1.65	1.51
Evaporated and condensed milk	.34	.73	.70	.27	.23	.25
Meat, poultry, and fish	4.08	3.86	3.49	3.82	3.84	3.57
Beef	1.22	.78	.75	1.12	.74	.82
Pork	1.41	1.72	1.18	1.11	1.40	1.21
Chicken	.61	.54	.59	.60	.76	.54
Flour	.71	1.40	1.32	1.82	1.92	2.23
Prepared mixes	.22	.18	.21	.11	.12	.09
Bread	1.32	1.39	1.43	1.03	.92	.86
Other baked goods	.62	.62	.61	.47	.41	.34
Sugar	.91	1.03	.93	1.20	1.26	1.18
Fresh vegetables 2/	3.01	2.80	3.10	3.84	3.42	3.19
Canned vegetables 3/	.69	.66	.66	.49	.47	.45
Frozen vegetables 4/	.25	.10	.09	.03	.04	.01
Fresh citrus fruits	1.12	1.03	.86	.82	.84	.69
Fresh deciduous fruits and melons	1.45	1.81	1.49	2.68	1.98	1.82
Canned fruits 5/	.41	.44	.29	.27	.23	.23
Frozen fruits	.07	.01	.02	.01	.00	.01
Frozen concentrated fruit juices	.07	.05	.04	.06	.03	.02
North Central						
Fluid whole milk	7.28	7.68	6.63	8.67	7.87	9.93
Buttermilk	.16	.05	.09	.05	.11	.05
Evaporated and condensed milk	.17	.27	.20	.08	.20	.08
Meat, poultry and fish	4.22	4.08	3.51	4.66	4.09	4.28
Beef	1.41	1.53	1.31	1.75	1.53	1.55
Pork	1.18	1.10	1.10	1.46	1.30	1.37
Chicken	.58	.38	.28	.54	.52	.55
Flour	.47	.56	1.08	1.31	1.55	1.50
Prepared mixes	.23	.32	.25	.18	.23	.19
Bread	1.68	1.63	1.63	1.32	1.30	1.32
Other baked goods	.70	.62	.41	.47	.39	.50
Sugar	.74	.87	.88	1.20	1.39	1.33
Fresh vegetables 2/	2.27	2.15	1.71	2.39	2.24	2.18
Canned vegetables 3/	.79	.75	.69	.57	.50	.45
Frozen vegetables 4/	.11	.08	.06	.04	.07	.03
Fresh citrus fruits	1.34	1.01	.99	1.23	1.25	1.18
Fresh deciduous fruits and melons	1.55	1.59	2.00	2.26	2.21	2.45
Canned fruits 5/	.52	.50	.26	.33	.25	.32
Frozen fruits	.05	.01	.02	.01	.01	.01
Frozen concentrated fruit juices	.14	.08	.06	.06	.04	.05

1/ From 1955 Household Food Consumption Survey Report No. 3, Food Consumption of Households in the North Central Region, and Report No. 4, Food Consumption of Households in the South. U. S. Department of Agriculture, Washington, D. C. Income represents 1954 money income after income taxes. 21 meals at home equals 1 person. 2/ Excludes melons, potatoes, and sweetpotatoes. 3/ Excludes baked beans, baby foods, vegetable juices, catsup, chili sauce etc., and pickles, olives, and relishes. 4/ Excludes frozen potatoes. 5/ Excludes juices and baby foods.

Urban households in the South consumed more flour in all forms than those in the North Central Region. And, the rate of consumption of flour by rural households was farther above the rate consumed by urban households in the South than in the North Central Region.

Nonfarm households used much more commercially processed vegetables and less fresh than did farm households. Some of the differences is seasonal, because of the availability and price of fresh vegetables during the survey period. The general relationship between urbanizations of rates of consumption of fresh and processed vegetables was similar in the two regions. Urban households in both regions used much more frozen vegetables than did rural households.

Consumption of fresh fruits as a whole varied little among urbanizations in the South but there was more emphasis on deciduous fruits by rural households, largely a matter of home production. This was true in the North Central Region also though for some reason farm households in the North Central Region ate more fresh citrus than farm households in the South with comparable incomes.

Consumption of processed fruit was highest for urban households and lowest for farm. Differences among urbanizations were even greater for frozen fruits and fruit juices in both the South and the North Central Region.

Patterns of consumption per person of meat, poultry, and fish, the most important commodity group by value, also differ among regions for comparable income and urbanization groups of households. In the South the rates of consumption for farm and rural nonfarm households were much the same, slightly lower than the urban rate. Farm households produced close to one-half of what they consumed of these commodities. Urban and farm households had about the same rate of consumption in the North Central Region, and rural nonfarm households had the least. The closer relationship of farm and urban consumption rates in the North Central Region may result from greater home-production on North Central farms, for this source supplied well over half of the meat, poultry, and fish they ate during the week reported on. Southern households ate less beef per person than did the North Central, but generally more chicken. Southern urban and rural nonfarm households ate more pork than did households in the same urbanization in the North Central Region, but farm households in the South generally ate less pork than farm households in the North Central Region of the same income level.

Patterns by Income

Next, let us see how food consumption patterns of southern households are related to income. Taking urban households as examples, we present in table 13 per person data for urban households in several income groups in the South and data for like groups in the North Central Region to identify differences in patterns in the two regions.

Table 13.- Consumption per person of selected foods in urban households in the South and the North Central Region, by income, in a week, spring 1955 1/

Region and food item	Households of 2 or more with money income after income taxes						
	All	Under $2,000	$2-4,000	$4-6,000	$6-8,000	$8-10,000	$10,000 and over
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
South							
Fluid whole milk	4.50	2.44	3.99	5.56	6.46	6.67	4.60
Buttermilk	.58	.57	.53	.59	.61	.59	1.15
Evaporated and condensed milk	.46	.47	.55	.45	.30	.12	.43
Meat, poultry, and fish	4.12	4.08	3.96	4.10	4.52	4.15	4.94
Beef	1.09	.89	.91	1.22	1.47	1.63	1.80
Pork	1.31	1.39	1.28	1.35	1.30	1.02	1.10
Chicken	.73	.73	.75	.63	.76	.74	1.01
Flour, all	.79	1.00	.84	.72	.46	.38	.46
Prepared mixes	.15	.07	.14	.19	.23	.15	.12
Bread	1.28	1.06	1.21	1.34	1.48	2.03	1.55
Other baked goods	.56	.39	.50	.65	.81	.80	.99
Sugar	.87	.80	.89	.89	.86	.70	.94
Fresh vegetables 2/	2.76	2.28	2.47	3.09	3.23	2.70	4.35
Canned vegetables 3/	.69	.59	.71	.68	.78	.60	.68
Frozen vegetables 4/	.14	.04	.09	.21	.24	.29	.37
Fresh citrus	1.10	.78	1.01	1.10	1.30	1.54	2.71
Fresh deciduous fruits and melons	1.42	1.36	1.20	1.59	1.99	1.06	1.50
Canned fruits 5/	.36	.28	.30	.37	.67	.48	.85
Frozen fruits	.03	.00	.01	.06	.05	.08	.07
Frozen concentrated fruit juices	.08	.02	.07	.08	.17	.23	.15
North Central							
Fluid whole milk	7.27	5.44	7.06	7.38	7.89	6.64	7.45
Buttermilk	.17	.25	.12	.22	.17	.06	.08
Evaporated and condensed milk	.16	.32	.25	.15	.14	.04	.02
Meat, poultry, and fish	4.46	4.21	4.20	4.40	4.70	4.30	4.65
Beef	1.53	1.30	1.42	1.51	1.53	1.70	1.67
Pork	1.21	1.38	1.20	1.20	1.36	1.08	1.08
Chicken	.62	.71	.58	.63	.58	.59	.68
Flour, all	.38	.37	.43	.46	.32	.39	.16
Prepared mixes	.22	.23	.22	.23	.21	.29	.22
Bread	1.64	1.60	1.64	1.66	1.72	1.50	1.57
Other baked goods	.71	.61	.60	.69	.84	.77	.85
Sugar	.73	1.00	.82	.74	.72	.73	.45
Fresh vegetables 2/	2.55	2.75	2.48	2.31	2.35	2.91	3.32
Canned vegetables 3/	.81	.76	.87	.81	.86	.94	.59
Frozen vegetables 4/	.18	.10	.10	.13	.24	.23	.44
Fresh citrus	1.45	1.56	1.30	1.44	1.32	1.25	2.06
Fresh deciduous fruits and melons	1.71	1.61	1.57	1.54	1.73	1.86	2.14
Canned fruit 5/	.57	.36	.46	.55	.62	.71	.74
Frozen fruits	.05	.03	.04	.06	.05	.08	.04
Frozen concentrated fruit juices	.17	.15	.08	.15	.17	.33	.33

1/ From 1955 Household Food Consumption Survey Report No. 3, Food Consumption of Households in the North Central Region, and Report No. 4, Food Consumption of Households in the South. U. S. Department of Agriculture. Washington, D. C. Income represents 1954 money income after income taxes. 21 meals at home equals 1 person. 2/ Excludes melons, potatoes, and sweetpotatoes. 3/ Excludes baked beans, vegetable baby foods, vegetable juices, catsup, chili sauce etc., and pickles, olives and relishes. 4/ Excludes frozen potatoes. 5/ Excludes juices and baby foods.

The generally lower rate of fluid whole milk use in the South has long been recognized, but the difference in consumption rates diminished in the higher income levels until the rates for urban households in the $8-10,000 group were about the same in both regions. Substantially more buttermilk and condensed and evaporated milk were used across the whole income range in the South. This may be partly due to more home-baking, and it may be further evidence of the limited supplies and higher prices of fresh milk, lack of refrigeration, and lags in the adjustment of food habits to relatively recent increases in incomes and changes in urbanization.

More flour, purchased as such, was used in each income group in the urban South than in the urban North Central Region up to the $8-10,000 group, but use of prepared mixes ran generally lower in the South than in the North Central Region. Rates of consumption of bread and other baked goods were below rates for comparable households in the North Central Region up to the highest income groups. Sugar and sirup, eggs, and fats, purchased as such, but not including content of baked goods and other prepared foods, were consumed in larger quantities all across the income range in the South.

Use of fresh vegetables increased with income in both regions, though Southern urban households in most groups used more fresh vegetables but less potatoes and processed vegetables than the urban households in the North Central Region. The fresh vegetable rate may be largely a matter of lower prices and greater availability because of the more advanced season in the South.

Consumption rates for fruits show clearly the dependence on levels of income. Consumption of fresh fruits increased with income except for the $8-10,000 group, and frozen concentrates had even a sharper income relationship. The rate of consumption of commercially canned fruits kept rising with income, but that of canned fruit juices increased with income only up to the middle incomes, then leveled off.

In the South and the North Central Region, urban consumption rates for meat, poultry, and fish, as a group, increased with income mainly because the increase in the rate of consumption of beef was greater than the drop in the rate of consumption of pork.

How Did 1955 Patterns Compare with Earlier Year?

For direct comparison of past food patterns in the South with those of spring 1955, we have only patterns of food group data for urban families of two or more persons for the spring of 1948. (See table 14.) But these two sets of data show some of the effects of the 20 percent rise in price level during that period, which helps explain why consumption rates of households with the same money income are lower in 1955 for a number of commodities, particularly in the lower income groups.

Table 14.- Consumption per person of selected groups of foods in urban households of 2 or more persons, in the South, by income, in a week, spring 1948 and 1955 1/

(In pounds except where otherwise indicated)

Food group and year	Income in preceding year after income taxes						
	Under $1,000	$1-2,000	$2-3,000	$3-4,000	$4-5,000	$5-8,000 2/	$8,000 and over 2/
Milk and dairy products 3/ (quarts)							
1948	2.99	3.25	3.92	4.18	4.88	4.31	4.88
1955	2.20	2.54	3.07	3.73	4.07	4.57	4.53
Fats and oils 4/							
1948	.94	.99	.97	1.09	.95	.97	.91
1955	.82	.87	.90	.92	.93	.98	1.04
Flour and other cereal products							
1948	2.94	2.92	2.24	2.14	1.65	1.73	1.53
1955	3.01	2.36	2.28	1.87	1.69	1.43	1.20
Meat, poultry, fish							
1948	2.90	2.46	2.77	3.31	3.18	3.02	3.40
1955	3.60	4.21	4.16	3.78	4.08	4.34	4.47
Eggs (dozens)							
1948	.54	.41	.55	.63	.74	.61	.65
1955	.35	.51	.56	.60	.65	.67	.79
Sugar, sweets							
1948	1.09	1.31	1.31	1.49	1.53	1.35	1.06
1955	1.06	1.17	1.24	1.32	1.36	1.35	1.27
Fresh vegetables 5/							
1948	2.96	2.44	2.93	3.68	3.22	2.98	3.33
1955	2.29	2.28	2.51	2.43	3.01	3.23	3.37
Fresh fruit and melons							
1948	2.01	3.38	4.72	4.62	3.68	3.74	3.16
1955	1.61	2.31	2.17	2.24	2.57	3.10	3.25
Canned fruit and vegetables 6/							
1948 (com'l and home canned)	1.48	1.10	1.83	1.69	2.07	2.01	1.87
1955 (com'l only)	1.34	1.41	1.48	1.63	1.92	2.11	2.47

1/ From Agriculture Bulletin No. 132, Food Consumption of Urban Families in the United States, and from 1955 Household Food Consumption Survey Report No. 4, Food Consumption of Households in the South, U. S. Department of Agriculture, Washington, D. C. 2/ In 1948 data shown are for families with incomes of $5,000-$7,500 and $7,500 and over rather than the ranges shown. 3/ In terms of milk equivalent; excludes butter. 4/ Includes butter. 5/ Excludes melons. 6/ Includes canned juices, and baby foods, and baked beans; excludes chili sauce, etc. and pickles, olives, and relishes.

The consumption rate for milk and dairy products, as a group, is one that was lower in most income groups. The same is true of sugar and sweets, of fresh fruits, and of fresh vegetables up to the $5,000 income group.

The use of frozen fruits and vegetables was, of course, much higher in the later year. Consumption of meat, poultry and fish combined was higher in 1955 than in 1948 throughout the income range. This may have resulted from the lower meat prices in the spring of 1955 relative to those of other foods than was the situation in 1948.

What Do Current Patterns Tell about the Future?

Changes in patterns of consumption that have occurred in connection with past changes in urbanization and income give some idea of what to expect from changes in the future. The proportion of households that are classified as farm households decreased from 40 percent to 17 percent in the South from 1935-36 to 1955. 8/ This is a much greater decrease than that occurring in the rest of the country. At the same time the proportion of urban households increased 12 percent, again a greater change than that for the rest of the country. During the same period per capita personal income in the South increased over 300 percent, whereas it rose about 230 percent in the rest of the country. 9/ While these changes were taking place, average outlay for food and meals in the U. S. almost tripled. Taking into account the greater changes in income and urbanization in the South, it is safe to say that southern food outlay probably more than tripled.

Further industrial development accompanied by higher incomes, a continuation of the shift from farms, and larger total population are all predicted for the South. In addition, there is a tendency towards homegeneity of food consumption habits throughout the nation, probably influenced by increased national advertising through television and other media of mass communication, and made possible by improved marketing and transportation facilities.

To judge the effect of these changes, we look first at projections for the country as a whole, then at the possibilities for the South. Some projections for agriculture from 1953 to 1975 indicate the possibility of a 12 percent rise in U. S. consumption of food per person. 10/ This would mean a substantially greater rise in dollar outlays, perhaps by a third to a half, measured in 1955 dollars. A more proportionate share of this huge expansion in the U. S. food market would come in the South because of the greater changes in income and urbanization that are likely. It appears to be quite possible that food outlay per person in that region might go up somewhat more than 50 percent in the next 20 years. Such an increase in food outlay per person, plus the general increase in population, will bring about tremendous expansion in the food markets of the South.

8/ 1935-36 data from Consumer Incomes in the United States, National Resources Committee, GPO, Washington, 1938. Data for 1955 from 1955 Household Food Consumption Survey. 9/Data from Survey of Current Business, September 1955 and August 1956. 10/ See Rex F. Daly, "The Long-Run Demand for Farm Products", Agricultural Economic Research, July 1956.

CONSUMPTION PATTERNS FOR DAIRY PRODUCTS, SPRING 1955, WITH INDICATIONS OF ANALYTICAL USES [1]

This article is the first of a series for major groups of foods designed to introduce marketing people and other users of The National Food Situation to the wealth of new information from the Department's nationwide 1955 Household Food Consumption Survey [2]. The basic data on consumption, money value, and extent of use are being published in the first five survey reports entitled Food Consumption of Households in the United States and in the Northeast, the North Central Region, the South and the West [3].

To bring the great mass of data on the consumption of dairy products by the many groups of households into focus for use in studying a variety of economic dairy problems, especially in marketing, we consider a series of questions about the relative share of dairy products in the household food dollar, the regional distribution of the household market, marketing-purchasing balances by region, current levels and trends in consumption and so on.

What Share of the Household Food Dollar Goes to Dairy Products?

The present importance of dairy products in the household food budget[4] and the factors changing this relationship are basic to analytical work by marketing people. They help to point the way for the allocation of resources such as processing facilities, space in stores and warehouses, and sales efforts by agencies engaged in moving food from the farmer to the consumer.

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[1] By Thomas J. Lanahan, Jr., Statistical and Historical Research Branch, AMS. [2] See also "Review of U. S. Food Expenditure Patterns, Spring 1955," The National Food Situation, NFS-78, Oct.-Dec. 1956, pp. 32-47. [3] 1955 Household Food Consumption Survey Reports Numbers 1 through 5 may be obtained from the Office of Information, U. S. Department of Agriculture, Washington 25, D.C. Report No. 1 covers the U. S. as a whole; No. 2, the Northeast; No. 3, the North Central Region; No. 4, the South; and No. 5, the West.
[4] Household food includes all food served to household members in the home (including guest, boarders, hired help) and food carried from home in packed meals. Meals and snacks purchased and eaten away from home are excluded. All references to "dairy products" in this article include butter.

NOTE:
The quantity per household figure for "Ice cream, ice milk (commercial)," column 18, on pages 37, 39, 43 and 45 of Food Consumption of Households in the United States, Report No. 1 of the 1955 Household Food Consumption Survey, should have been labeled "quarts" not "pounds".

Dairy products took about 16.6 percent of the total amount spent by households for food used at home [5] in the spring of 1955 (table 15). Meats accounted for substantially more of the household food dollar (25 percent), but cereals and bakery products, vegetables, poultry and eggs, and fruits ranked below dairy products [6]. Purchases of fluid whole milk accounted for almost half of the total dairy product dollar, followed by ice cream (14 percent), butter (11 percent), whole milk and cheese (10 percent).

Among the four regions of the country, the heaviest spenders for dairy products, both in actual dollars spent per household and in the share of the food dollar, were the households in the North Central Region. Southern households spent the least, principally because nearly half of them were rural households, which produced much of the dairy products consumed.

Table 15.- Dairy product share of home food dollars, by urbanization and region, all households, in a week in spring 1955 [1]

Urbanization	United States	Northeast	North Central	South	West
	Percent	Percent	Percent	Percent	Percent
All urbanizations	16.6	17.5	17.3	14.5	16.8
Urban	16.8	17.4	16.9	15.7	17.1
Rural nonfarm	16.7	18.2	18.6	13.9	16.5
Farm	13.7	15.5	16.9	9.7	14.2

[1] 1955 Household Food Consumption Survey. Dairy expense includes butter expense. Food used at home excludes expense for alcoholic beverages.

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[5] As with other AMS data on food marketing and consumption, the data on household food consumption for all foods, used in this article, have been adjusted to exclude alcoholic beverages whenever possible.

[6] "Review of U. S. Food Expenditure Patterns, Spring 1955," The National Food Situation, NFS-78, Oct.-Dec. 1956, p. 40.

Households in urban areas and those in rural areas not operating farms (called rural nonfarm), spent about the same shares of their food dollars on dairy products (about 17 percent), but farm households averaged only 14 percent [7].

However in the total picture of household food consumption the relative importance of all the dairy products consumed by farm households actually ran higher than for the other urbanization groups, because of home production. When we look at the breakdown of the money value of all foods consumed--whether purchased, home-produced or received as gift or pay [8]--we find that for the farm group of households dairy products accounted for 22 percent of the total money value (table 16). Comparison on a total consumption basis does not materially change the picture for the nonfarm groups. On this basis the South is more in line with the other regions, indicating how much home production affects the southern household market for dairy products.

Table 16.- Dairy product share of total money value of food used at home by urbanization and region, all households, in a week in spring 1955 1/

Urbanization	United States	Northeast	North Central	South	West
	Percent	Percent	Percent	Percent	Percent
All urbanizations	17.3	17.5	17.5	17.0	16.8
Urban	16.5	17.2	16.5	15.4	16.6
Rural nonfarm	16.9	17.9	17.3	16.3	16.1
Farm	21.8	20.6	21.8	22.4	20.9

1/ 1955 Household Food Consumption Survey. Value of dairy products includes butter. Total value of food used at home excludes alcoholic beverages.

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[7] The urban category covers households living in communities of 2,500 or more population and in suburbs of large cities. Rural nonfarm includes households living outside urban areas and not operating a farm.

[8] Quantities of foods raised for home use or received as a gift or as payment for services rendered were valued at average prices paid by households of the same urbanization-region group.

Has the importance of dairy products in the total household food costs changed in recent years? We can find some indication of the answer by comparing data from the 1955 survey with comparable data from a survey made in the spring of 1948. 9/ This shows that in the spring of 1948 urban households of 2 or more persons reported spending 19.3 percent of their household food dollars for dairy products, but in 1955 this proportion had dropped to 16.9 percent (table 17). Over this period the amount spent per household for *all* foods used at home increased around 11 percent, but the amount spent for dairy products showed little change.

Table 17.- Cost of purchased dairy products used per urban household of 2 or more persons in a week in spring 1948 and 1955, with comparisons 1/

Item	Average cost per household					
	1948	1955	Percentage of home food cost 2/		Percentage of cost of dairy products 3/	
			1948	1955	1948	1955
	Dollars	Dollars	Percent	Percent	Percent	Percent
Selected dairy products						
Fluid whole milk	2.13	2.17	9.5	8.6	49.0	51.2
Buttermilk	.06	.07	.3	.3	1.4	1.7
Evaporated milk	.25	.13	1.1	.5	5.7	3.1
Cream	.24	.14	1.1	.6	5.5	3.3
Ice cream	.42	.55	1.9	2.2	9.7	13.0
Cheese (except cottage)	.44	.41	2.0	1.6	10.1	9.7
Butter	.68	.44	3.0	1.8	15.6	10.4
Total cost of dairy products 3/	4.35	4.24	19.3	16.9	100.0	100.0
Total home food cost 2/	22.52	25.10	100.0	100.0	---	---

1/ *Food Consumption of Urban Families in the United States* (1948), USDA *Agr. Inform. Bul. No. 132* and *Food Consumption of Households in the United States*, Report No. 1 of USDA 1955 Household Food Consumption Survey.
2/ Excludes alcoholic beverages.
3/ Includes butter.

9/ *Food Consumption of Urban Families in the United States* (1948), USDA *Agr. Inform. Bul. No. 132* and *Dairy Products in City Diets*, Commodity Summary No. 6, 1948 Food Consumption Survey, ARS, USDA.

What are some of the probable reasons for this drop in the relative importance of dairy product expenses? There is no simple answer because of the many factors tending to push these outlays in both directions.

Toward the downside are these: Retail prices of dairy products decreased about 2 percent between spring 1948 and spring 1955, while the prices of all food at home increased 5 percent 10/. More meals away from home seem likely to have cut household purchases of dairy products relatively more than other foods. In 1955 more families reported expenses for food away from home than in 1948 and food away from home accounted for a greater share of food expense (including alcoholic beverages). These shifts probably affected the use of butter for sandwiches and other dairy products common in carried lunches or consumed at home. However, we cannot tell from these data whether they affected the total amount of dairy products consumed.

Another possible explanation of cutting back on expenditures for dairy products for home use is the shift to the consumption of other foods; for example, the shift from butter (included here in the dairy group) to margarine, and shifts from home baking to the purchase of more bakery products (with the consequent shift in use of milk from the direct form to an "invisible" form). Some of the commercially prepared foods, practically non-existent in 1948, but important by 1955 includeddairy products among their ingredients. There are probably more of the built-in services in the non-dairy foods which increase the relative cost of those items. The relatively large increase in meat purchases in the household food budget probably also played an important part in the drop in the relative importance of dairy products.

Some of the factors pushing up the share of food dollars going to dairy products were the larger number of children in the households in 1955; the steady but slight long-term upward trend in the use of fluid whole milk, the most important single dairy item in the household budget; expansion of purchases of ice cream, ice milk and related dairy items; and increased demand for dairy products consisting mainly of milk solids-not-fat

How is the Household Market for Dairy Products Distributed?

We have just looked at the importance of expenses for dairy products from the point of view of the household. Now we will look at the distribution of the household food market from the sellers' point of view. That is,how was the amount spent by households for dairy products distributed among the regions of this country?

10/ There are some indications that the price levels for dairy products were relatively high in the spring of 1948 and underwent a substantial reduction in the latter part of the year.

Some approximations of this in the spring of 1955 can be made by multiplying (weighting) the survey average expenses per household in each region by the number of eligible households in each region in this survey. 11/ These calculations indicate that the North Central Region accounted for the largest share of the market, 34 percent of the total. The Northeast followed with 32 percent, while the South and the West made up 21 and 13 percent respectively (table 18).

It should be remembered that these figures reflect both the regional average expense per household (which in turn is affected by the quantity used and prices paid) and the relative number of households in each region. Northeastern households spent 6 percent more for dairy products per household than those in the North Central Region (see table 19). But the North Central Region included 15 percent more housekeeping households than the Northeast (table 18).

Table 18.- Regional distribution of the United States household market for all foods, used at home, total dairy products, and selected dairy items, and distribution of housekeeping households, in a week in spring 1955 1/

Item	United States	Northeast	North Central Region	South	West
	Percent	Percent	Percent	Percent	Percent
All purchased food used at home 2/	100.0	30.0	32.9	24.2	12.9
All purchased dairy products 3/	100.0	31.6	34.3	21.0	13.1
Fluid whole milk	100.0	34.5	33.6	19.4	12.5
Evaporated milk	100.0	18.4	16.9	51.0	13.7
Cheese (excluding cottage)	100.0	32.9	29.4	24.2	13.5
Butter	100.0	35.2	42.1	11.8	10.9
Housekeeping households 4/	100.0	27.4	31.4	29.2	12.0

1/ Derived from data of 1955 Household Food Consumption Survey. Each region's average expense for food used at home per household was multiplied by number of eligible housekeeping households in the region to get total expenditures for the sample, which were then compared with the U. S. total.
2/ Excludes alcoholic beverages.
3/ Includes butter and minor dairy products not listed.
4/ Distribution of housekeeping households eligible for the survey, that is, those in which at least one person had 10 or more meals from household food supplies in the 7 days preceding the interview.

11/ The survey was limited to housekeeping households, those in which at least one person had 10 or more meals from household food supplies in the 7 days preceding the interview. Persons living on military posts or in private or public institutions were excluded.

The South had 29 percent of all the households but accounted for only 21 percent of the commercial dairy market. In all the other regions, the proportion of the market was higher than the proportion of households. The distribution of the household food market for dairy products was similar to that for all foods purchased for use at home.

Now what about the market for individual dairy items? The Northeast was the leader for fluid whole milk with 34 percent of the total market and the North Central Region led in butter with 42 percent (table 18). The distribution of the household market for evaporated milk showed an entirely different picture with the South accounting for over half and the North Central Region and the Northeast each taking somewhat less than a fifth. Factors behind these market patterns will be touched upon in later sections.

As in the market for all dairy products (purchased), farm households accounted for less than their relative share of the household market for many dairy items because farm households depend so much more on home-produced supplies. This was particularly true for fluid whole milk, of which about 80 percent of the consumption was home produced. On the other hand, farm households were quite important buyers in the butter and cheese markets.

Analysis of future market trends for dairy products would require appraisal of the probable effect of such factors as the expected population trends, migration between regions and urbanizations, shifts to higher incomes, reduction in importance of home food production and the like. For such an analysis more detailed figures from the survey reports for use with other market and related data will have to be considered at length. A few examples of how these more detailed survey data can be used are presented later in this article, but in the analysis of most related marketing problems much summarization and study of these basic data will be required.

What are the Marketing - Purchasing Balances for Dairy Products by Region?

The extent to which the demand for dairy products by each region of the country is satisfied or not satisfied by its production and the reasons therefor are of considerable importance in dairy marketing analysis. The Crop Reporting Board of AMS has for some years compiled data on the regional production and marketings of milk by farmers.[12] We have summarized these figures in terms of milk fat content. From the 1955 household survey we now have usable matching data for deriving an approximation of the regional distribution of the quantity of purchased dairy products used by households in one week of spring 1955. These data also have been summarized in terms of the milk fat content of the items purchased.[13]

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[12] Milk - Farm Production, Disposition and Income, 1954-55, AMS-30 (1954-55), Crop Reporting Board, Agricultural Marketing Service, USDA, pp. 8-9.

[13] Table 5 of the survey reports presents data on quantity of all the milk, cream, ice cream and cheese used in terms of milk fat and of milk solids-not-fat content. For this article we have added the milk fat content of the butter used (.805 of each pound) to the published totals for milk fat to arrive at totals for all dairy products, including butter.

Here is the regional distribution of the total quantities of milk marketed by farmers in the year 1955 and a similar distribution for the household purchases of dairy products (based on survey data for consumption of purchased dairy products by households during one week in spring 1955), both in terms of milk fat content:

	U. S.	Northeast	North Central	South	West
	Pct.	Pct.	Pct.	Pct.	Pct.
Milk marketed by farmers	100	18	52	17	13
Dairy products purchased	100	31	37	19	13

The reader will note that the regional distribution of the quantities of dairy products purchased by households (above) shows some variation from that for expenditures for dairy products purchased (table 18). Part of this difference is due to the use of milk fat (and the exclusion of milk solids-not-fat) as the measure for summarizing the quantities of the various dairy products used. The use of the milk fat measure tends to give more weight in the total to regions which purchase relatively more of the high milk fat items (e.g. households in the North Central Region use more butter).

Farmers in North Central Region sell a little over half of all the milk marketed in the U. S., while households in this region accounted for a little more than one-third of total purchases of dairy products. In spite of the high milk consumption rate in this region, there are still large quantities of milk available for shipment to other regions in some form. Although this fact has been known for years, adequate measures have not been available.

In this comparison the Northeast has a large deficit of milk in dairy products, marketing only about one-fifth of the total, while buying nearly one-third. The South is a deficit area, but to a lesser degree. The West appears to be marketing and buying about the same proportions of the total. Western milk imports are limited by the great distance of other producing areas from Western population centers and the limited number of highway and railroad facilities through the western mountain ranges.

Data on sales used here cover all milk marketings by farmers, while the purchase data on dairy products refer only to those bought by households for use at home. Dairy foods purchased by institutions, restaurants, Armed Forces, Government programs, etc. are not included here. Among these purchases only the Government purchase programs are likely to vary much from the household regional pattern, so the latter is quite usable.

How Do Household Consumption Patterns for All Dairy Products Vary?

A quick answer to this question is: It depends to some extent on which measure you use. The variety of dairy products is such that there is no one satisfactory way of combining for all purposes the numerous forms of products (fresh, dried, frozen, etc.) from several sources (purchased, home-produced, or gift or pay) and for many uses (for beverages, cooking, table spread, side or main dish, and dessert).

An average quantity figure for all dairy products combined presents difficult problems, because of the difficulty of summing the many forms of the different dairy products. Over the years statisticians have developed a number of measures which have been used to summarize the information on quantities of dairy products, which were used for the 1955 survey. These include (1) milk fat content 14/, (2) milk solids-not-fat content, and (3) fluid milk equivalent computed on the basis of the calcium content of the product for use in nutritional analysis 15/.

Since the milk prices paid to farmers have largely depended on fat content of the milk sold, milk analysts will find the milk fat summaries of the survey particularly useful. Preliminary study of these data reveal that the north central, the northeastern and western regions used about the same quantities per person 16/ of purchased dairy products in terms of milk fat content. The South was about 50 percent below the other regions. This difference is greatly narrowed when home-produced dairy products are included in the comparison. The fact that these figures include the milk fat in butter but do not include margarine, which is used instead of butter to a considerable extent in the South, also adds to these differences among regions. The quantity of milk fat used per person in households in the forms of purchased dairy products is clearly tied to family income, increasing sharply in the lower range, more slowly above $5,000. The levels of consumption of purchased milk fat per person in households of comparable income are similar for all regions except for the South, which is lower.

Because of the emphasis on the dietary significance of milk solids-not-fat and the growing economic interest in these elements in milk, data on such content of the quantity of all the dairy products combined were computed from the survey information. In 1955 the range of differences among regions was considerably smaller than for milk fat. The South is more in line with other regions, though still lower. The quantity per person of milk solids-not-fat in purchased dairy products rose sharply with income up to $4,000, then practically leveled off. Also, for households with incomes over $6,000 the South had about the same purchase rate as the other regions.

Money value is a good measure when we want to consider at the same time the effect of both the quantity used and the price paid. Price serves as a weighting factor which, especially when combining rather unlike items, gives each item its correct value importance in the total.

14/ See footnote 12, page 47.

15/ Approximately the quantity of milk to which the various dairy products (except butter) are equivalent in calcium.

16/ Average per household as shown in survey reports divided by average household size (21 meals served at home equals 1 person).

The average money value of purchased foods used (as collected in the 1955 survey) is for most purposes equivalent to average expenditures 17/. Expenditures are particularly useful for most commercial market analysis. On this basis, households in the Northeast came out about 16 percent above the U. S. average outlay per household for dairy products. The West and the North Central Region were about 10 percent above the U. S. average and the South was about 28 percent below (table 19).

The northeastern region maintained its rather large differential over the other regions when we consider purchases of dairy foods by rural groups and was about the same as the North Central Region for the urban group. The South had consistently low average household expenses for each of the urbanization groups.

When we rank the regions according to the money value of all dairy products consumed (purchased, home-produced, and gift or pay) we get another picture (table 19). The North Central Region is ahead of the Northeast, and the South, while still in the lowest position, compares more favorably with the other regions. The urban values are about the same as when we consider purchases alone, but the rural households, particularly in the South, are increased considerably when we take into account the value of home production.

How Important is Home Production in the Total Dairy Picture?

Since home-produced foods consumed by urban households were not tabulated separately from the gift and other non-purchased food sources, we have to answer this question for households in all urbanization groups combined indirectly. In the spring of 1955, U. S. households reported that 86 percent of the money value of all the dairy products they used was purchased (table 20), about the same figure as for all foods used at home.

Home production of dairy products was more important in the total dairy picture of the South than in other regions of the country. All southern households together reported having obtained from sources other than their own purchases, 29 percent of the value of the dairy products they used. Southern farm households home produced about 72 percent of the value of their dairy foods, compared with the U. S. farm average of 62 percent. The South's figure is very high when one considers that quite a few of the dairy products included are of a processed nature, often not made on the farm. Consumption of home-produced items for U. S. farm households was concentrated on whole milk and butter. In the South, farm households bought only 9 percent of the fresh whole milk and 11 percent of the butter (table 20).

17/ For a large group of households (as in the survey) average quantities of food purchased tend to equal the average amounts used. Of course, for individual households there is considerably more variation since there is less chance for the lags between time of purchase and time of use to cancel than there is with averages based on a large number of cases.

Table 19.- Average money value of dairy products used at home, all sources and purchased only, by region and urbanization, all households, in a week in spring 1955 1/

Region	All dairy products used 2/				Purchased dairy products used			
	All urbanizations	Urban	Rural nonfarm	Farm	All urbanizations	Urban	Rural nonfarm	Farm
	Dol.	Dol.	Dol.	Dol.	Dol.	Dol.	Dol.	Dol.
United States	4.22	4.04	3.97	5.88	3.62	3.98	3.42	2.07
Northeast	4.46	4.35	4.46	6.69	4.21	4.30	4.10	2.94
North Central	4.50	4.37	3.97	6.12	3.97	4.33	3.78	2.70
South	3.70	3.18	3.61	5.42	2.62	3.08	2.57	1.25
West	4.29	4.12	4.24	6.42	3.98	4.10	4.00	2.76

1/ 1955 Household Food Consumption Survey. Includes butter.
2/ Includes home-produced products and foods received as gift or pay as well as purchased.

Table 20.- Share of purchases in total value, all dairy products, fluid whole milk, and butter used at home, rural households, by region, in a week in spring 1955 1/

Urbanization and region	Percentage of total money value		
	All dairy products 2/	Fluid whole milk	Butter
	Pct.	Pct.	Pct.
All urbanizations			
United States	86	81	87
Northeast	94	94	96
North Central	88	84	96
South	71	62	52
West	93	89	95
Rural nonfarm			
United States	86	83	80
Northeast	92	94	89
North Central	95	95	96
South	71	61	50
West	94	94	88
Farm			
United States	35	16	53
Northeast	44	22	66
North Central	44	20	83
South	23	9	11
West	43	22	71

1/ 1955 Household Food Consumption Survey.
2/ Includes butter.

The money value of home-produced dairy products used by farm households did not vary much with family income (table 21). Home production did play a very important role in the dairy budget of low-income households, even more so than for all foods combined. Three-fourths of the value of all dairy products consumed by farm households with annual money incomes under $1,000 was home-produced.

The strength of the competition from home-produced supplies for the commercial market for dairy products in the several regions and among urbanization groups, and trends in home production are important to marketing people because they provide some indications of what may be expected for the future, considering population shifts among regions and among urbanization groups, income changes and so on.

Has the importance of home production in the household dairy picture changed much? Comparing the 1955 data on the extent of home production of dairy products with those from a similar survey conducted in 1942, we find that home production of dairy products has become much less important since 1942. 18/ The proportion of home-produced foods in the total money value of all dairy products used by rural nonfarm households dropped from 34 percent in 1942 to 8 percent in 1955. Farm households did not cut down so sharply, going from 85 percent to 62 percent (table 22).

Most of this cut back in home production came in the proportion of households producing dairy products for home use. For example, only about two-thirds of the farm households reporting for one week in the spring of 1955, said they had used any fluid whole milk which they had produced on their farms, compared to better than four-fifths of the households doing so in 1942. The average quantity of home-produced fluid whole milk consumed per farm household having such supplies was about the same in both years. On top of this, it should be noted that the proportion of farm households in the total number of housekeeping families dropped from 17 percent in 1942 to 11 percent in 1955.

What are the Consumption Patterns for the Major Dairy Items?

In spring of 1955 there was considerable variation among the regions and urbanization groups in the purchase rates for the various dairy items. For many items, a striking difference shows up between the South and the rest of the country. On the average, the South is quite a bit lower than the rest of the country in the per person purchases of fluid whole milk, cream, ice cream and butter; but higher in purchases of buttermilk and evaporated milk (table 23). Relatively low purchases by rural households play a big part in keeping the South below the U. S. average purchase rate, as already described. When all sources of dairy foods used are considered, the variations in consumption rates among regions and urbanization groups decreases considerably for items where home production is important (table 24).

18/ Family Food Consumption in the United States (Spring 1942), USDA Misc. Pub. No. 550.

Table 21.- Contribution of home-produced foods to money value of total foods and of dairy products used at home, U. S. farm households, by income, in a week in spring 1955 1/

1954 money income after income taxes	Food used at home					
	Total 2/			Dairy products 3/		
	All food sources 4/	Home-produced		All food sources 4/	Home-produced	
		Value	Percentage of all food sources		Value	Percentage of all food sources
	Dollars	Dollars	Percent	Dollars	Dollars	Percent
All households 5/	26.96	11.04	41	5.88	3.64	62
Households of 2 or more persons						
Under $1,000	21.19	10.00	47	5.09	3.93	77
$1 - 2,000	24.50	10.59	43	5.29	3.65	69
$2 - 3,000	28.01	11.51	41	6.24	3.96	63
$3 - 4,000	28.95	11.33	39	6.15	3.47	56
$4 - 5,000	31.20	12.09	39	6.41	3.33	52
$5 - 6,000	33.46	11.35	34	6.96	3.54	51
$6 - 8,000	33.79	12.20	36	6.90	3.31	48
$8 - 10,000	36.46	14.70	40	8.03	4.21	52
$10,000 and over	38.20	9.73	25	7.48	2.19	29

1/ 1955 Household Food Consumption Survey.
2/ Excludes alcoholic beverages.
3/ Includes butter.
4/ Value of foods purchased, home-produced, or received as gift or pay.
5/ Includes 1-person households and other households not classified by income.

Table 22.- Contribution of home production to money value of all dairy products used at home, U. S. rural households, in a week in spring 1948 and 1955 1/

Year	Rural nonfarm			Farm		
	All dairy products used at home	Home-produced dairy products		All dairy products used at home	Home-produced dairy products	
		Value	Percentage of all dairy products used		Value	Percentage of all dairy products used
	Dollars	Dollars	Percent	Dollars	Dollars	Percent
1942	2.09	0.71	34	3.56	3.03	85
1955	3.97	.31	8	5.88	3.64	62

1/ 1942 data from U. S. Department of Agriculture Miscellaneous Publication No. 550, Family Food Consumption in the United States; 1955 data from 1955 Household Food Consumption Survey. Includes value of butter used.

Table 23.- Use of selected purchased dairy products and margarine at home, per person, by urbanization and region, in a week in spring 1955 1/

Urbanization and region	Fluid whole milk	Butter-milk	Skim milk	Evaporated milk	Ice cream 2/	Cheese 3/	Butter	Margarine
	Quarts	Quarts	Quarts	Pounds	Quarts	Pounds	Pounds	Pounds
All urbanizations	2.45	0.11	0.07	0.29	0.31	0.18	0.17	0.20
Northeast	3.04	0.04	0.08	0.22	0.29	0.21	0.23	0.19
North Central	2.91	0.06	0.08	0.16	0.39	0.18	0.24	0.19
South	1.42	0.22	0.02	0.46	0.24	0.15	0.06	0.19
West	2.78	0.07	0.17	0.35	0.35	0.20	0.17	0.25
Urban	2.93	0.11	0.10	0.26	0.33	0.19	0.20	0.20
Northeast	3.26	0.04	0.08	0.19	0.25	0.21	0.25	0.15
North Central	3.35	0.08	0.12	0.15	0.38	0.19	0.24	0.19
South	2.01	0.26	0.03	0.45	0.32	0.17	0.08	0.24
West	2.93	0.09	0.22	0.30	0.37	0.20	0.18	0.26
Rural nonfarm	2.34	0.12	0.05	0.42	0.29	0.17	0.14	0.23
Northeast	2.84	0.04	0.11	0.30	0.38	0.21	0.17	0.30
North Central	3.20	0.04	0.04	0.21	0.38	0.17	0.21	0.22
South	1.30	0.25	0.01	0.61	0.18	0.14	0.06	0.18
West	3.08	0.04	0.08	0.56	0.30	0.20	0.14	0.27
Farm	0.61	0.05	0.01	0.17	0.31	0.15	0.15	0.13
Northeast	0.88	0.01	0.03	0.13	0.44	0.20	0.19	0.22
North Central	0.87	0.03	0.02	0.10	0.44	0.17	0.28	0.12
South	0.30	0.07	4/	0.21	0.19	0.12	0.03	0.11
West	0.91	0.05	4/	0.29	0.32	0.18	0.18	0.18

1/ 1955 Household Food Consumption Survey.
2/ Includes ice milk, frozen custard, and mellorine.
3/ Excludes cottage cheese. 4/ Less than 0.005 quarts.

Table 24.- Total use of selected dairy products and margarine from all sources at home, per person, by urbanization and region, in a week in spring 1955 1/

Urbanization and region	Fluid whole milk	Butter-milk	Skim milk	Evaporated milk	Ice cream 2/	Cheese 3/	Butter	Margarine
	Quarts	Quarts	Quarts	Pounds	Quarts	Pounds	Pounds	Pounds
United States	3.01	0.17	0.09	0.29	0.32	0.19	0.20	0.20
Northeast	3.26	0.04	0.09	0.22	0.30	0.22	0.24	0.19
North Central	3.50	0.06	0.11	0.16	0.40	0.18	0.25	0.19
South	2.30	0.42	0.03	0.46	0.25	0.16	0.13	0.19
West	3.17	0.08	0.17	0.36	0.36	0.20	0.18	0.25
Urban	2.96	0.11	0.10	0.26	0.33	0.19	0.20	0.20
Northeast	3.29	0.04	0.08	0.19	0.26	0.21	0.25	0.15
North Central	3.36	0.08	0.13	0.15	0.40	0.19	0.24	0.19
South	2.08	0.27	0.03	0.45	0.33	0.17	0.09	0.24
West	2.95	0.09	0.22	0.30	0.38	0.20	0.18	0.26
Rural nonfarm	2.78	0.19	0.05	0.42	0.30	0.19	0.17	0.23
Northeast	3.03	0.05	0.11	0.30	0.39	0.27	0.19	0.31
North Central	3.39	0.04	0.04	0.21	0.39	0.17	0.22	0.22
South	2.11	0.40	0.02	0.61	0.18	0.15	0.13	0.18
West	3.28	0.06	0.08	0.57	0.30	0.21	0.15	0.27
Farm	3.68	0.42	0.11	0.17	0.32	0.16	0.27	0.13
Northeast	3.99	0.12	0.18	0.14	0.45	0.22	0.28	0.22
North Central	4.16	0.05	0.18	0.10	0.45	0.18	0.34	0.12
South	3.11	0.82	0.05	0.21	0.19	0.14	0.23	0.11
West	4.50	0.09	0.01	0.29	0.32	0.19	0.26	0.18

1/ 1955 Household Food Consumption Survey.
2/ Includes ice milk, frozen custard, and mellorine.
3/ Excludes cottage cheese.

What appear to be the main reasons for the differences in purchase rates? The quantities of certain purchased dairy foods used per person in southern urban households probably are lower because of short supplies (and relatively high prices), lower incomes, and the lack of adequate storage and transportation facilities (e.g. refrigeration in the homes, retail outlets, distribution centers, etc.). Patterns set in the past seem to have held over despite the population movement from farm areas and the relatively large increases in incomes. 19/ The relatively higher retail price for fluid whole milk in the South in combination with lower income, as compared with other regions, probably holds down southern whole milk consumption.

Higher consumption rates for buttermilk and evaporated milk in the South than in other regions probably are also associated with the availability of the products, relative prices, and income. Buttermilk is more widely used because of less strict refrigeration needs, and it was priced lower in the urban areas of the South than in the other urban areas. The use of buttermilk and evaporated milk in the home baking of biscuits and other hot breads, traditionally very important in southern diets, also helps the demand for these products. 20/

Much of the discussion of consumption patterns in this article has been concerned with overall figures (i.e. averages for broad groups of households). This was done in order to give readers a picture of the wide scope of the data on dairy foods in the 1955 survey, within the short time and space available. 21/

Shifting from consideration of overall figures to details, let us now look at the data for purchased dairy items on a per person basis for North Central urban households by income (table 25). This reveals differences in purchases of households grouped by family income classes when the urbanization and regional factors are held constant and household size differences are averaged out. Purchases of fluid whole milk increased markedly in the lower-income groups, but tended to level off at incomes above $6,000. Ice cream purchases showed much the same relationship to income, although they leveled off somewhat lower on the income scale.

19/ See article on "Food Consumption in the South" elsewhere in this issue.

20/ See Household Practices in the Use of Foods, Three Cities, 1953, USDA Agr. Inform. Bul. No. 146, pp. 29-34.

21/ As analysts take time to digest the data in the survey reports, they will undoubtedly want to depart more from the overall figures and look into the details of consumption patterns by urbanization, region, food source, and income for various foods and groups of foods. Some of these more detailed analyses will appear in future issues of The Dairy Situation. Later on, analysts will probably want to consider special tabulations of these data, using other controls (e.g. household size, family type, age and education of the homemaker, etc. whether or not the homemaker is employed, quantities of other foods used, etc.).

Table 25.- Quantity of selected dairy products and margarine used at home per person in North Central urban households, in a week in spring 1955 1/

1954 money income after income taxes	Fluid whole milk	Skim milk	Evaporated milk	Ice cream 2/	Cheese 3/	Butter	Margarine
	Quarts	Quarts	Pounds	Quarts	Pounds	Pounds	Pounds
All households	3.36	0.13	0.15	0.40	0.19	0.24	0.19
1-person households	2.49	.11	.17	.32	.19	.28	.29
Households of 2 or more persons 4/	3.38	.13	.15	.40	.20	.24	.19
Under $2,000	2.56	.14	.23	.26	.20	.19	.25
$2-3,000	3.22	.16	.25	.30	.17	.24	.15
$3-4,000	3.32	.02	.25	.36	.20	.21	.21
$4-5,000	3.38	.06	.16	.43	.18	.19	.20
$5-6,000	3.51	.10	.12	.38	.16	.24	.20
$6-8,000	3.67	.11	.13	.39	.21	.23	.18
$8-10,000	3.09	.26	.02	.46	.19	.32	.18
$10,000 and over	3.46	.48	.02	.46	.23	.40	.15

1/ Derived from 1955 Household Food Consumption Survey Report No. 3, *Food Consumption of Households in the North Central Region*, U. S. Department of Agriculture, Washington, D. C.

2/ Includes ice milk, frozen custard, and frozen desserts with vegetable fats.

3/ Excludes cottage cheese.

4/ Includes households not classified by income.

Purchases of fresh cream and skim milk increased rapidly with income. The 1955 U. S. urban pattern for fresh skim milk is very different from that in 1948 when urban households of two or more persons in the lower-income classes used by far the greatest quantities of skim milk. The 1955 purchases of butter rose with income across the income range, but did not increase quite as fast in the North Central Region as in others. Buttermilk and evaporated milk purchases by North Central urban households fell as income increased. (See cover chart for comparison of U. S. and southern quantity used-income relationship on a per household basis.)

How Can These Survey Data Help Us Understand and Explain Changes in Rates of Consumption?

Data on per capita consumption of dairy products (time series data) regularly given in table 3 of The National Food Situation and in other AMS publications 22/ show basic trends in consumption over the years, but more detailed information on variations in consuming patterns of major groups in the population is needed for their analysis. Surveys, such as 1955 Household Food Consumption Survey help to supply this need. 23/

For example, time series data show that between 1948 and 1955 the apparent civilian per capita consumption of total milk decreased somewhat, although in recent years the trend has been slightly reversed. In general, milk solids-not-fat has been moving up in consumption and approaching its high point of 1946. Milk fats have been trending downward, although increasing somewhat during the last few years. Total civilian consumption of fluid whole milk has increased slowly but steadily since 1948. Over this period, the consumption rates for buttermilk, evaporated milk, and cream have decreased rather sharply, while ice cream (including ice milk, frozen custards, and mellorine), cheese, and nonfat dry milk have increased markedly. Butter has decreased also, but the consumption rate has leveled off some in recent years. On the other hand margarine consumption per capita increased sharply until the last couple of years.

22/ The Dairy Situation, Dairy Statistics and Related Series, AMS Statistical Bulletin No. 134, and Supplement for 1954 to Consumption of Food in the United States, 1909-52, USDA A. H. No. 62.

23/ Other data of this type are published regularly in the AMS reports, Household Purchases of Butter, Fluid Whole Milk and Fluid Skim Milk (monthly) and Household Purchases of Butter, Cheese, Nonfat Dry Milk Solids, Margarine by Regions and Retail Sales Outlets (quarterly), which are based on the purchases reported by members of a continuous consumer panel. This panel survey yields data on both purchase patterns (i.e. cross section data), although not in as much detail as the new 1955 (personal interview) survey, as well as on changes in purchases over regular short periods of time (i.e. time series data). Since the 1955 survey data have just become available, there has not been enough time to make a detailed comparison with the results of the panel survey. There are some differences in coverage, reporting and sampling errors, and manner of summarization peculiar to each type of survey which need to be considered.

Let us look now at household survey data for 1948 and 1955 to see first how they match the time series data. The directions of these trends have been generally similar to those shown by the comparison of changes in per person consumption rates derived from survey data for urban households in 1948 and 1955. Precise comparisons are impeded by differences in coverage and by the seasonality of consumption of dairy products.

How well do the 1955 survey data, which apply to consumption during a week in spring (April-June), represent annual 1955 household consumption patterns? It is impossible to answer this question directly, but there are indications that spring dairy product consumption patterns particularly for urban households, are usually a good approximation to annual patterns. 24/ Retail prices of dairy products in (spring) 1955 are close to the annual 1955 averages. Average quantities of whole milk sold for fluid consumption in selected marketing areas in April-June 1955 also are close to the 1955 annual average quantities sold. Survey data generally apply to housekeeping households, which in the spring of 1955 represented about 93 percent of the occupied dwelling units of the country. Consumption by household members away from home and by other persons in eating places was not covered. The 1948 data referred to above (and that part of the 1955 data comparable with them) apply only to the purchases of urban housekeeping households of two or more person.

Next, we can examine the cross-section data (i.e. the survey data) for two survey dates to find out what changes have occurred in the patterns of consumption. Some researchers compare this process to holding the overall (time-series) consumption data under a microscope in order to see the inner workings of changes in consumption by region, urbanization, income, or other socio-economic factors which are likely to affect the consumption rate and its trend in the future. Cross-section data do not fill in all the gaps, of course, for there are quite a few technical problems and everyone does not read the same implications through this "microscope". But with some ingenuity and consideration of various interpretations of the data, information from the new survey can probably contribute to improved analyses of historical patterns and better forecasts of future patterns.

Take the changes in butter and margarine consumption, for example. We have noted above that the per capita consumption of butter had decreased sharply since 1948 while margarine had increased a great deal.

Here are the ratios of U. S. civilian per capita consumption in 1948 and 1955 to the annual average for 1942:

	1942	1948	1955
	Pct.	Pct.	Pct.
All table fats	100	86	92
Butter	100	63	57
Margarine	100	222	296

24/ Seasonal Patterns of Food Consumption, City Families, 1948. Special Report No. 3 of 1948 Food Consumption Survey, ARS, USDA and Food Consumption of Urban Families in the United States (1948), USDA Agr. Inform. Bul. No. 132.

The nationwide surveys in spring 1955 and spring 1942 showed these ratios for average consumption per person in households: All table fats (i.e. butter and margarine), 93 percent; butter, 54 percent; margarine 333 percent. From these two sets of figures we surmise that the shift from butter to margarine has been greater in homes than in eating places away from home, including restaurants and school lunches. Supporting this hypothesis is the fact that in 1955 almost 8 percent of the civilian per capita consumption of butter came from CCC supplies or was bought wholly or partly with Government funds and was distributed to school lunch programs, institutions and other non-household uses. 25/ In 1942 and 1948 practically no butter was so distributed.

The data from the 1948 urban household survey and from the matching segment of the 1955 survey show a 13 percent decline from spring 1948 to spring 1955 in average quantity of butter used per person in urban households and a 11 percent increase for margarine. Over the same period, average consumption of butter per capita for the entire population declined 10 percent while use of margarine increased 33 percent. Possible explanations of these differences in rates of change are: (a) less decline in use of butter by rural households (particularly in the North Central Region) and in use outside homes, such as in restaurants, school lunches, institutions; (b) greater increases in use of margarine by rural households (particularly in the South) and in eating away from home. Another factor to be considered here is the non-table fat uses of margarine (e.g. as shortening), where it is more in competition with other fats.

Now let us look at patterns of table fat use by the three urbanization categories in spring 1942 and spring 1955 (table 26).

Table 26.- Household consumption of table fats per person and distribution of housekeeping households, by urbanization, United States, in a week in spring 1942 and 1955 1/

Urbanization	1942				1955			
	Average consumption per person			Distribution of households	Average consumption per person			Distribution of households
	Table fats	Butter	Margarine		Table fats	Butter	Margarine	
	Lb.	Lb.	Lb.	Pct.	Lb.	Lb.	Lb.	Pct.
All U. S.	0.43	0.37	0.06	100	0.40	0.20	0.20	100
Urban	.42	.37	.05	61	.40	.20	.20	62
Rural nonfarm	.39	.30	.09	22	.40	.17	.23	27
Farm	.48	.45	.03	17	.40	.27	.13	11

1/ 1942 data from USDA Misc. Pub. No. 550, Family Food Consumption in the United States; 1955 data from 1955 Household Food Consumption Survey.

25/ Table 8, The Dairy Situation, DS-257, November 1956.

These figures indicate that the largest part of a small decline in the per person consumption of table fats in households from 1942 to 1955 came from a 17 percent drop in average use per person in farm households and from the drop in the proportion of farm households. In 1955 each urbanization group reported about the same average use of table fats combined. Households in all three urbanization groups probably shifted from butter to margarine use, the average decrease in pounds of butter used per person in households being roughly the same in each of the groups, with the decrease for the rural farm households being lower. The per person poundage increase in margarine consumed averaged about the same for all three urbanization groups, with the farm group somewhat lower in increase.

Regional data from the 1955 survey provide important clues to past changes in use of table fats and will undoubtedly affect our thinking about future prospects. The per person consumption rates for each regional break of each urbanization group, (given in table 10), are probably greatly affected by the incomes of families in each group, but we look at overall patterns first. We find that the lowest rates for total table fats were in the South, mostly in the generally lower level of butter usage by urban households in that area. (However, prices paid by southern urban households for butter averaged 4 to 6 cents higher per pound than for other regions, but prices paid for margarine ran lower.) Northeastern households classified as rural nonfarm and farm reported heavy use of table fats, including higher rates for margarine than in comparable groups of other regions.

Average consumption of butter in spring 1955 ran generally lower for all urbanization groups in the South and West than in the Northeast and the North Central Region. Since the South has the lowest proportion of urban households in the country, substantial increases in urban population may be coming in the next decade in that area which had the lowest rate of butter consumption in spring 1955. On the other hand, 82 percent of all farm households in spring 1955 were in the South and North Central Region, where future declines in farm population will likely occur. Farm households in these areas reported particularly low rates of margarine consumption.

We cannot satisfactorily evaluate the effects of income, urbanization, and region on consumption of butter and margarine in the last 15 years because of the effects of changes in legal restrictions affecting margarine sales 26/, wartime shortages of butter, changes in relative prices, and quality changes in both items, especially in margarine. However, study of per person consumption patterns of urban households in the whole country grouped by income in 1942, 1948 and 1955 reveals important changes in relationships. First, there were no major differences across the income range in per person use of table fats

---

26/ Between spring 1942 and spring 1948 eight States repealed prohibition on sale of yellow margarine. Eighteen more repealed such laws between spring 1948 and spring 1955.

in each of the three surveys. Second, consumption of butter rose less with income in 1955 than in 1942 and 1948. Third, relationships of margarine consumption to family income changed drastically from 1942 to 1955. In 1942, margarine use declined sharply with income. This relationship was much less sharp by 1948 and by 1955 it had leveled out. Fourth, the big change in the relative position of butter and margarine, with respect to income, came between 1942 and 1948. 27/

For further information on the relationships of butter and margarine consumption rates to income, we look at the 1955 U. S. and regional averages for urban households grouped by income. Consumption of butter per person in southern households increased less with income than in the other regions. The margarine consumption—income relationships for urban households outside the South failed to show clear cut patterns, although in general showing about the same consumption rate across the income scale. Margarine use by southern urban households rose with income up to the $6,000 income level and then leveled off.

From this preliminary analysis, we may conclude that future changes in butter and margarine consumption rates will reflect the interplay of such factors as changes in degree of urbanization, regional population shifts, distribution of changes in income, and changes in relative prices.

In addition, future findings on nutritional research concerning the relationship of fat and health might materially affect the future demand for one or the other or both of these table fats.

27/ See Dairy Products in City Diets, Commodity Summary No. 6 of 1948 Food Consumption Survey, ARS, USDA, p. 5.

The National Food Situation is issued quarterly.

INDEX TO SPECIAL ARTICLES APPEARING IN THE NATIONAL FOOD SITUATION DURING 1956 1/

A. Supply and use of U. S. farm commodities:

Food distribution programs of the Department:
  Part III. The special school milk program, NFS-75, Feb. 1956
  Part IV. The plentiful foods program, NFS-76, May 1956
Measuring stock changes, NFS-75, Feb. 1956
March report on farmers' intentions to plant, NFS-76, May 1956
Domestic nonfood use of agricultural commodities, NFS-76, May 1956

B. Surveys of food consumption and use:

Survey of inplant food services, NFS-75, Feb. 1956
Family food expenditures in U. S. urban areas in 1950, NFS-77, July 1956
Review of U. S. food expenditure patterns, spring 1955, NFS-78, Nov. 1956

C. Commodity studies:

Coffee consumption in the United States, NFS-78, Nov. 1956

D. Food supplies in foreign countries:

World food situation, NFS-78, Nov. 1956

E. Nutrition studies:

Nutritional review, NFS-78, Nov. 1956

1/ Listings of special articles prior to 1956 appear in NFS-38 and NFS-75.

Table 27.- Production of major food commodities, calendar years, 1935-39 and 1947-49 averages, 1954-56, and forecasts for 1957, with percentage comparisons 1/

Commodity	Unit	Average 1935-39	Average 1947-49	1954	1955	1956 preliminary	Forecasts for 1957 2/	1957 as a percentage of 1935-39	1957 as a percentage of 1947-49	1957 as a percentage of 1956
								Percent	Percent	Percent
Meats (carcass weight)										
Beef	Mil.lb.	6,937	9,649	3/12,963	3/13,568	3/14,437	3/14,100	203	146	98
Veal	Mil.lb.	1,038	1,454	3/1,647	3/1,578	3/1,620	3/1,625	157	112	100
Lamb and mutton	Mil.lb.	870	716	3/734	3/758	3/743	3/725	83	101	98
Pork (excluding lard)	Mil.lb.	7,337	10,281	3/9,870	3/10,991	3/11,255	3/11,000	150	107	98
Total meats	Mil.lb.	16,182	22,100	3/25,214	3/26,895	3/28,055	3/27,450	170	124	98
Fish (edible weight)										
Fresh and frozen	Mil.lb.	615	706	660	630	4/	4/	---	---	---
Canned 5/	Mil.lb.	337	484	460	410	4/	4/	---	---	---
Cured	Mil.lb.	74	70	62	62	4/	4/	---	---	---
Total fish	Mil.lb.	1,026	1,260	1,182	1,102	1,160	4/	---	---	---
Poultry and eggs										
Eggs	Mil.doz	3,335	5,086	3/5,402	3/5,403	3/5,474	3/5,550	166	109	101
Chicken (ready-to-cook)	Mil.lb.	1,730	2,753	3/3,743	3/3,555	3/4,100	3/4,270	247	155	104
Turkey (ready-to-cook)	Mil.lb	288	492	3/870	3/818	3/956	3/1,050	365	213	110
Dairy products										
Total milk 6/	Bil.lb.	105.9	116.3	3/122.3	3/123.2	3/125.7	3/128.0	121	110	102
Cheese 7/	Mil.lb.	673	1,160	1,383	1,363	1,393	1,435	213	124	103
Condensed and evaporated milk	Mil.lb.	2,225	3,497	2,845	2,920	2,896	2,950	133	84	102
Ice cream (product weight)	Mil.lb	1,279	2,758	2,865	3,017	3,125	3,255	254	118	104
Fats and oils										
Butter, farm and factory (actual weight)	Mil.lb.	2,195	1,611	3/1,628	3/1,555	3/1,573	3/1,600	73	99	102
Lard 8/	Mil.lb.	1,630	2,419	3/2,330	3/2,660	3/2,775	3/2,650	163	110	95
Margarine (actual weight)	Mil.lb	372	839	1,364	1,333	1,369	1,400	376	167	102
Shortening	Mil.lb.	1,529	1,434	1,961	1,975	1,842	1,900	124	132	103
Other edible fats and oils 9/	Mil.lb.	2,157	3,912	5,495	5,949	6,421	6,750	313	173	105
Total fats and oils (fat content) 10/	Mil.lb.	5,554	7,627	9,136	9,861	10,462	10,680	192	140	102
Fruits										
Fresh:										
Citrus	Mil.lb.	6,875	8,782	7,586	3/7,838	3/7,648	3/7,600	111	87	99
Apples (commercial)	Mil.lb.	4,385	3,791	3,407	3/3,410	3/3,300	4/	---	---	---
Other (excluding melons)	Mil.lb	4,648	4,508	3,942	3/3,613	3/3,900	4/	---	---	---
Processed:										
Canned fruit	Mil.lb.	1,705	2,584	3,000	3,425	3,550	4/	---	---	---
Canned fruit juices	Mil.lb.	333	2,230	2,046	1,893	1,950	4/	---	---	---
Frozen (including juice)	Mil.lb.	106	416	1,280	1,499	1,530	4/	---	---	---
Dried	Mil.lb.	1,118	1,008	805	850	900	4/	---	---	---
Vegetables										
Fresh, total commercial 11/	Mil.lb.	18,565	23,041	25,140	3/25,732	3/26,452	4/	---	---	---
Canned	Mil.lb.	4,030	6,064	6,665	7,044	8,838	4/	---	---	---
Frozen	Mil.lb.	12/78	454	975	1,140	1,465	4/	---	---	---
Potatoes	Mil.cwt.	213	3/248	3/220	3/227	3/243	4/	---	---	---
Sweetpotatoes	Mil.cwt.	37	3/25	3/17	3/21	3/17	4/	---	---	---
Dry edible beans 13/	Mil.lb.	1,360	1,854	3/1,694	3/1,665	3/1,711	4/	---	---	---
Dry field peas 13/	Mil.lb.	229	401	3/311	3/253	3/465	4/	---	---	---
Canned baby foods	Mil.lb.	37	469	683	669	683	4/	---	---	---
Sugar, raw basis	1,000 short tons	1,948	2,065	2,610	2,386	2,510	2,600	133	126	104
Grains										
Wheat	Mil.bu.	759	1,251	3/984	3/935	3/997	3/810	107	65	81
Rye	Mil.bu.	44.9	23.1	3/25.9	3/29.1	3/21.6	4/	---	---	---
Rice, milled	Mil.lb.	1,340	2,333	3/3,383	3/4,018	3/3,518	3/2,999	224	129	85
Corn, grain only	Mil.bu.	2,050	2,788	3/2,708	3/2,884	3/3,081	4/	---	---	---
Oats	Mil.bu.	1,045	1,294	3/1,410	3/1,503	3/1,153	4/	---	---	---
Barley	Mil.bu.	239	279	3/379	3/401	3/372	4/	---	---	---
Peanuts, farmers' stock basis	Mil.lb.	1,230	2,128	3/1,008	3/1,576	3/1,567	4/	---	---	---

---

1/ Calendar year basis except for fresh citrus fruit for which the season begins in the fall of the previous year; dried fruits on a pack-year beginning year indicated; rice on a marketing year ending year indicated. 2/ Forecasts or preliminary indications based on trends in livestock numbers, current or prospective rates of output, average or probable acreages and yields, and such other data or advance estimates as are available. These forecasts are used only to indicate the general level of food supplies for domestic consumption for 1957, and are not official estimates of production. Revisions will of course be made from time to time throughout the year as official indications or estimates are issued through the Crop Reporting Board of the Department. 3/ Incorporates changes resulting from the 1954 Census of Agriculture. 4/ Not available. 5/ Excludes products containing small quantities of fish such as clam chowder, etc. 6/ Includes farm production of milk as reported by the Crop Reporting Board and an allowance for nonfarm production declining from 2.3 billion pounds in 1935-39 to zero in 1956. 7/ Excludes full skim, cottage, pot, and bakers' cheese. 8/ Includes amount used in manufactured food and nonfood products. 9/ Includes cottonseed, peanut, soybean, corn, edible olive, and oleo oils, oleo stock, oleostearine, and edible tallow later processed into margarine, shortening, cooking and salad oils, etc., and nonfood items. 10/ Includes butter, lard, and "other edible fats and oils." 11/ This series covers total commercial production for sale as fresh, both for shipment to distant markets and for local markets; includes quantities not harvested and use of a few minor vegetables for processing. Excludes farm garden output for farm household use. 12/ Average 1937-39. Data prior to 1937 are not available. 13/ Cleaned basis.

Table 28.- Retail food prices and total consumer price index, United States, 1945-54 and 1955-56 by months

(Index numbers, 1947-49=100)

Year and month	Meats 1/	Eggs	Dairy products 2/	Fats and oils 3/	Cereals and bakery products	Fruits and vegetables	Sugar and sweets	Beverages	All foods 4/	Consumer price index
1945	56	81	70	69	66	87	72	61	69	77
1946	69	83	86	84	76	89	81	68	79	83
1947	94	99	97	110	94	98	102	92	96	96
1948	106	102	106	108	103	100	98	100	104	103
1949	100	99	97	82	103	102	100	108	100	102
1950	105	85	96	80	104	98	102	153	101	103
1951	117	104	107	94	114	107	106	169	113	111
1952	116	95	112	79	117	117	106	170	115	114
1953	110	100	110	80	119	114	108	174	112	114
1954	108	84	106	84	122	112	110	207	112	115
1955	102	87	106	81	124	114	112	186	110	114
Jan.	102	74	106	82	123	111	113	202	109	114
Feb.	102	85	106	82	124	111	113	191	110	114
Mar.	102	86	105	82	124	112	113	187	110	114
Apr.	103	79	105	82	124	118	113	186	110	114
May	102	76	104	81	124	120	113	185	110	114
June	104	77	104	81	124	120	113	180	110	114
July	104	82	105	81	124	122	113	180	111	115
Aug.	103	93	106	82	124	111	113	180	110	114
Sept.	104	98	106	81	124	110	113	182	110	115
Oct.	101	98	108	81	124	108	110	185	109	115
Nov.	97	95	108	81	124	109	109	186	108	115
Dec.	95	99	108	80	124	111	109	184	108	115
1956 5/	97	86	109	83	126	119	110	194	110	116
Jan.	93	97	107	80	124	113	109	183	108	115
Feb.	94	85	107	80	124	113	109	183	107	115
Mar.	93	85	107	80	124	115	109	188	107	115
Apr.	94	84	106	82	124	117	109	189	108	115
May	96	82	108	84	125	122	109	189	110	115
June	98	81	108	85	125	131	109	192	112	116
July	99	83	109	84	126	135	110	197	114	117
Aug.	100	86	109	84	126	121	110	198	112	117
Sept.	101	90	110	84	127	115	110	202	112	117
Oct.	101	91	111	84	127	114	110	203	112	118
Nov.	99	88	111	85	127	116	111	203	111	118
Dec.	98	84	111	85	127	117	111	202	111	118

1/ Includes chicken and fish. 2/ Includes butter. 3/ Excludes butter. 4/ Includes only foods consumed at home. 5/ Annual average computed by AMS.

Bureau of Labor Statistics.

LIST OF TABLES

Table Number		Page
1	Volume of farm marketings and home consumption and per capita food consumption	2
2	Index of supply-utilization of farm food commodities	2
3	Apparent per capita consumption of major food commodities	4
4	Military food takings of farm commodities	21
5	Commodity breakdown of military food takings	23
6	Commodity breakdown of civilian food use	25
7	Distribution of households and of members of housekeeping families, by region and urbanization group, spring 1955	27
8	Distribution of households and of members of housekeeping families, by region and income, spring 1955	28
9	Average 1954 money income, South and North Central Region	29
10	Breakdown of money value of food, South, North Central Region and United States	30
11	Shares of food groups in home food expense, South	32
12	Consumption per person of selected foods, by urbanization, South and North Central Region	35
13	Urban consumption per person of selected foods, by income, South and North Central Region	37
14	Urban consumption per person, food groups, by income, South, 1948 and 1955	39
15	Dairy share of home food dollars, by region and urbanization	42
16	Dairy share of total value of food used at home, by region and urbanization	43
17	Cost of purchased dairy products, urban, spring 1948 and 1955	44
18	Regional distribution of U. S. food market, dairy market	46
19	Average money value of dairy products used at home, total, purchased	51
20	Share of purchases in total home use, rural households, by region	51
21	Home produced foods, total value and dairy only, with comparisons	53
22	Value of all dairy products used in rural homes and of home produced, spring 1942 and 1955	53
23	Use of purchased dairy items, by region and urbanization	54
24	Total use of dairy items, by region and urbanization	55
25	Urban use of dairy items, by income level	57
26	Consumption of table fats, by urbanization	60
27	Production of major food commodities	64
28	Retail food price and total consumer price indexes	65

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NATIONAL FOOD SITUATION

NFS-80

In this issue:
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Some Highlights of the Urban Househol
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Food Consumption in the North Central
Region
A Review of Household Meat Consumption

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Approved by the Outlook and Situation Board, April 25, 1957

SUMMARY

Consumer demand for food during the spring and early summer will continue strong, supported by high employment and income. Domestic demand will be strong enough to maintain retail food prices a little above those of a year earlier. Supplies of most major foods in the next few months are expected to continue close to the year-earlier high level.

Livestock products will be in plentiful supply through midsummer. Meats will be only a little less plentiful than a year earlier, mostly because of a smaller supply of pork. Lard will also be in smaller supply. Consumers will have at least as many eggs as in spring and early summer 1956, and more poultry meat--particularly turkey. The probable continuation of the higher rate of milk production points to larger commercial supplies of dairy products.

With average weather during the next few months the harvest of food crops will again be large. Fresh fruit and vegetable supplies normally increase toward midsummer. Supplies of both processed

(Continued on page 2)

UNITED STATES DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE

Continued from cover page -

fruits and vegetables are expected to continue at least as large as a year earlier because of the noticeably larger stocks still on hand from the record high 1956 packs. Production of canned vegetables may be somewhat lower this year than last, and that of canned fruits down slightly. Fats and oils will continue in as large supply this summer as last, and cereal food products will remain plentiful as usual even though stocks of wheat and rice will be a little lower than last year's record high level.

Farmers' intentions as of around March 1 pointed to smaller acreages to be planted to crops this year than last. The declines will be largely in corn, wheat, rice, and tobacco.

Food exports have been heavy thus far in 1957, but in the second half are expected to fall below the year-earlier high level. As in recent years the food shipments abroad will be comprised largely of those items which are in especially heavy supply.

Table 1.- Volume of farm marketings and home consumption and civilian per capita food consumption, 1935-39 average, 1950-56, and preliminary indications for 1957, with percentage comparisons 1/

(Index numbers, 1947-49=100)

Item	1935-39 average	1950	1951	1952	1953	1954	1955	1956 prel.	Indications for 1957 2/	1957 as a percentage of 1935-39	1957 as a percentage of 1956
Marketings and home consumption of all farm commodities 3/	73	99	101	104	108	108	112	115	113	155	98
Food grains 4/	54	81	77	98	96	91	80	84	74	137	88
Vegetables 5/	84	99	100	96	98	98	101	105	101	120	96
Fruits and nuts 6/	90	97	107	101	102	103	104	107	103	114	96
Sugar crops	107	116	93	94	105	117	108	110	117	109	106
Total food crops 7/	73	92	91	97	98	95	92	96	90	123	94
Meat animals	72	100	104	107	109	112	119	125	124	172	99
Poultry and eggs	63	111	118	117	118	124	122	135	137	217	101
Dairy products	88	101	99	100	105	106	107	110	112	127	102
Total food livestock 8/	75	102	105	107	110	113	117	123	123	164	100
Food marketings and home consumption	74	99	102	104	106	108	110	116	114	154	98
Civilian per capita food consumption 9/	91	100	98	100	101	101	102	103	102	112	99

1/ Indexes of volume of farm marketings and home consumption unrevised for changes based on 1954 Census of Agriculture for crops 1950 to 1955, inclusive. 2/ Indications for 1957 are based on calendar-year quantities estimated as of April 1, 1957. 3/ Food and nonfood items. 4/ Wheat, rye, rice, and buckwheat. 5/ Truck crops for fresh use and processing, potatoes, sweetpotatoes, dry edible beans, dry field peas, mung beans. 6/ Except peanuts. 7/ In addition to the crops listed above, includes peanuts, peppermint, popcorn, spearmint, and vegetables grown under glass. 8/ Also includes honey, but excludes turkey hatching eggs. 9/ Incorporates revisions stemming from the 1954 Census of Agriculture, the 1954 Census of Manufactures, and the 1955 Survey of Household Food Consumption.

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The index of supply-utilization of farm food commodities usually carried in table 2 of the National Food Situation is in process of revision to incorporate changes resulting from the 1954 Census of Agriculture, the 1954 Census of Manufactures, and the 1955 Survey of Household Food Consumption. It is expected that the revised data will appear in the next issue.

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CONTENTS

	Page		Page
Summary	1	Food Consumption in the North Central Region	39
Retail Food Prices	3	A Review of 1955 Survey Data on Household Meat Consumption	51
Commodity Reviews	5	Prospective Acreage Information	69
Articles and Speeches based on 1955 Survey	17	List of Tables	73
Dietary Levels of Households in the United States	18		
Some Highlights of the Urban Household Market for Food	24		

RETAIL FOOD PRICES

Retail food prices have been relatively stable since last August, according to the Bureau of Labor Statistics, averaging moderately higher than a year earlier. During the first quarter of 1957, the food price index was 4 percent higher than at the same time last year, but below the levels of the winters of 1953 and 1954. Eggs were the only major commodity group for which prices were lower than in winter 1956. Increases were sharpest for meats, fats and oils, and beverages. The higher level of prices reflected mainly continued strong consumer demand for food, moderately smaller supplies of meat, and, to a lesser degree, gradual inching up of processing and distribution charges. In general, food supplies during January-March differed little from the very high level of a year earlier.

For the next few months retail food prices will continue to be somewhat higher than a year earlier. Consumer demand for food is expected to remain strong and food supplies may be no larger than at the same time last year. For individual food items the direction of price movements will be strongly influenced by seasonal variations in supply. Fresh vegetables prices, for example, may be lower in late spring and early summer if harvests and marketings follow a more normal seasonal pattern than a year earlier.

With economic activity likely to remain at a high level, consumer incomes are expected to be record high this year. This will be an important factor underlying the prospective strong demand for food and other consumer goods and services. The somewhat higher level of consumer expenditures this year than last will in part reflect higher prices, but also the buying of more goods and services.

Table 2.- Apparent civilian per capita consumption of major food commodities, primary distribution weight, calendar years, 1935-39 and 1947-49 averages, 1954-56, and preliminary indications for 1957, with percentage comparisons 1/

Commodity	Average 1935-39	Average 1947-49	1954	1955	1956 preliminary	Preliminary indications for 1957	1957 as a percentage of		
							1935-39	1947-49	1956
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Percent	Percent	Percent
Meats (carcass weight) - Total	127.0	148.5	154.7	162.8	166.8	159	125	107	95
Beef	55.6	65.6	80.1	82.0	85.3	81	146	123	95
Veal	8.1	9.7	10.0	9.4	9.4	9.4	116	97	100
Lamb and mutton	6.8	4.8	4.6	4.6	4.5	4.3	63	90	96
Pork (excluding lard)	56.5	68.4	60.0	66.8	67.6	64	113	94	95
Fish (edible weight) - Total	11.0	10.5	10.9	10.2	10.1	10	91	95	99
Fresh and frozen	5.4	6.0	6.0	5.9	5.7	2/	—	—	—
Canned 3/	4.9	3.9	4.2	3.7	3.8	2/	—	—	—
Cured	.7	.6	.7	.6	.6	2/	—	—	—
Poultry products									
Eggs (farm basis) - Number	300	385	376	371	369	356	119	92	96
Chicken (ready-to-cook)	13.4	18.7	22.8	21.4	24.3	24.7	184	132	102
Turkey (ready-to-cook)	2.2	3.3	5.3	5.0	5.1	6.0	273	182	118
Dairy products									
Total milk fat solids	4/31.2	4/29.2	4/26.7	4/27.0	4/27.0	4/27.0	87	92	100
Total nonfat milk solids	4/39.6	4/46.6	4/48.2	4/48.8	4/48.9	4/49.2	124	106	101
Cheese	5.6	7.0	7.9	7.9	8.1	8.1	145	116	100
Condensed and evaporated milk	16.8	20.1	16.8	16.2	15.6	15.8	94	79	101
Fluid milk and cream	330	359	348	352	355	356	108	99	100
Ice cream (product weight)	9.9	18.7	17.4	18.0	18.3	18.7	189	100	102
Fats and oils - Total, fat content 5/	45.4	42.4	45.4	45.5	44.6	45.2	100	107	101
Butter, farm and factory (actual weight)	17.0	10.6	8.9	9.0	8.7	8.8	52	83	101
Margarine (actual weight)	2.9	5.6	8.5	8.1	8.2	8.2	283	146	100
Lard	11.0	12.4	10.2	10.1	9.9	10.0	91	81	101
Shortening	11.8	9.6	11.8	11.5	10.9	11.0	93	115	101
Other edible fats and oils	6.5	7.3	9.5	10.1	10.1	10.5	162	144	104
Fruits									
Fresh (farm weight) - Total	139.0	132.2	106.1	101.4	100.6	98	71	74	97
Citrus	49.2	54.8	41.2	41.7	38.4	37.0	75	68	96
Apples (commercial)	30.6	25.6	20.1	19.8	19.8)	61	68	79	98
Other (excluding melons)	59.2	51.8	44.8	39.9	42.4)				
Processed:									
Canned fruit	15.0	18.9	21.1	22.6	21.9	22.3	149	118	102
Canned juices	3.9	15.9	13.2	12.7	12.6	12.1	310	76	96
Frozen (including juices)	.8	3.2	7.4	8.7	8.8	9.2	1,150	288	105
Dried	5.8	3.9	3.9	3.4	3.6	2/	—	—	—
Vegetables									
Fresh, total commercial (farm weight) 6/	140.2	150.0	135.2	132.3	132.4	132	94	88	100
Canned	30.1	39.2	41.9	43.8	44.3	43	143	110	97
Frozen	7/.4	2.9	5.9	6.6	7.3	7.6	1,900	262	104
Potatoes (farm weight)	130	114	108	105	99	102	78	89	103
Sweetpotatoes (farm weight)	21.6	12.6	8.1	8.7	7.4	6.0	28	48	81
Dry edible beans			(In process of revision)						
Dry field peas									
Sugar, refined	97.4	95.1	96.3	97.6	97.7	97.7	100	103	100
Grains									
Corn products:									
Cornmeal			(In process of revision)						
Corn sirup	7.7	9.9	8.8	9.0	9.0	9.0	117	91	100
Cornstarch	1.3	1.8	1.8	1.8	1.8	1.8	138	100	100
Corn sugar	2.7	4.2	3.7	3.7	3.7	3.7	137	88	100
Breakfast cereals	1.6	1.5	1.7	1.7	1.7	1.7	106	113	100
Hominy	1.4	2.8	2.4	2.3	2.2	2.2	157	79	100
Oat food products	3.9	3.3	3.2	3.2	3.2	3.2	82	97	100
Barley food products 8/	1.4	1.6	1.1	1.1	1.1	1.1	79	69	100
Wheat:									
Flour 9/	160	137	126	123	121	119	74	87	98
Breakfast cereals	3.3	3.2	2.9	2.9	2.8	2.8	85	88	100
Rye flour	2.3	1.4	1.4	1.4	1.3	1.3	57	93	100
Rice, milled	5.8	4.9	5.3	5.4	5.3	5.3	91	108	100
Beverages									
Coffee 10/	14.0	18.2	14.8	15.3	15.7	15.7	112	86	100
Tea	.67	.58	.69	.64	.61	.60	90	103	98
Cocoa beans	4.4	4.1	3.9	3.8	4.0	4.1	93	100	102
Peanuts (shelled)	4.3	4.4	4.1	4.3	4.7	2/	—	—	—

1/ Quantity in pounds except for eggs which are stated in number. Data on calendar year basis except for dried fruits, which are on pack year basis; fresh citrus fruits, dry field peas, and peanuts on a crop year basis; rice on August 1 year; and canned fruit and vegetables on pack year basis in 1935-39. All years begin in year indicated except for fresh citrus, which begins in October of the previous year, and rice, which begins in August of previous year. Except where noted incorporates changes resulting from the 1954 Census of Agriculture and 1954 Census of Manufactures and the use of population estimates not adjusted for underenumeration. 2/ Not available. 3/ Excludes canned food products containing small quantities of fish, such as clam chowder, etc. 4/ Unrevised. 5/ Computed from unrounded data. 6/ This series covers total commercial production for sale as fresh, both for shipment to distant markets and for local markets. Excludes farm garden output for farm household use. 7/ Average 1937-39. Data prior to 1937 are not available. 8/ Barley used for food products in terms of malt equivalent. 9/ Includes white, whole wheat, and semolina flour. 10/ Green bean basis.

Population estimates used to obtain per capita consumption figures are official Census estimates of civilian population adjusted for military personnel eating out of civilian supplies.

COMMODITY REVIEWS

Meats

Civilians are expected to have a little less meat per person through early summer than a year earlier. The reduction will be mainly in pork. This is similar to the general meat supply pattern thus far this year. Through most of 1956 supplies of both beef and pork were unusually heavy. Retail meat prices in the next few months probably will average well above the relatively very low level of a year earlier, as they did earlier in 1957--particularly for pork.

So far this year meat production has been about 5 percent below that in the same part of 1956, with the outstanding features being the continued high output of beef and lower output of pork. Civilian consumption of meat per person was down a little more than production because with the civilian population larger, more people were eating out of the available supplies.

Beef supplies during the remainder of 1957 will continue plentiful, though a little less so than a year earlier. In the next few months they will likely be close to those of a year ago and include a larger proportion of the higher grades. Marketing of grass cattle--which provide much of the beef for processed meats--may be down some from the high level of last year through the summer and fall if conditions on ranges and pastures improve. On the other hand, a few more fed cattle--from which most of the retail cuts of beef come--probably will be marketed during the next several months. In late summer 1956 fresh cuts of beef were in relatively smaller supply than a year earlier for a short period because of a heavier than usual decline in marketings of fed cattle.

Veal supplies in the coming months may be a little smaller than a year earlier, depending on the number of calves retained for addition to herds and for further growth and feeding. The calf crop will likely be somewhat smaller this year than last.

Pork will be in seasonally small supply through most of the summer. Output is expected to continue a little under that of a year earlier but the difference will be smaller than the 12-13 percent in the first quarter of 1957. Last fall's pig crop, which provides the pork to be marketed in the next several months, was 4 percent smaller than that in 1955, but farrowings near the end of the season were close to a year earlier. A survey on March 1 indicated that in 9 important States there were a few more early spring pigs than a year before. On the other hand, there are likely to be fewer sows and gilts marketed for slaughter this summer, and more saved for fall farrowing. Also, cold-storage stocks of pork on April 1 were 165 million pounds--or almost a third--lower than a year earlier.

So far in 1957 lamb and mutton production has totaled approximately 7 percent less than a year ago. Supplies will likely continue slightly below a year earlier during the remainder of 1957. At times in 1956 marketings of sheep and lambs were heavy because of widespread drought.

Consumer supplies of meat this spring and summer are not expected to be greatly influenced by changes in foreign trade. Financing under Public Law 480 will help hold meat exports moderately above a year earlier, while meat imports will likely continue close to 1956 levels.

For 1957 as a whole, total meat consumption per person is forecast at 159 pounds, down 8 pounds from last year's record level. The rate for beef is estimated at around 81 pounds per person compared with over 85 pounds in 1956. Civilians are expected to have around 64 pounds of pork per person, down some from last year but close to the average of the last 4 years. Consumption of veal this year is expected to be about the same as in 1956, but the rate for lamb and mutton may be down a little.

Retail prices of meat will be trending up seasonally to their usual summer high and thereafter are expected to continue a little above those of a year earlier. For Choice grade beef, prices are not expected to repeat last year's very rapid rise in late summer, but will likely be at a moderately higher level than recently. Pork prices will decline during the fall but probably will remain above those of last year until late in 1957, and those of lamb will be moderately higher during most of the year.

Fishery Products [1]

U. S. civilian consumption of fishery products per person was at least as large this winter as last, and is expected to continue close to the year-earlier rate in the next few months. Retail prices, judging from BLS wholesale prices in primary markets, averaged about the same as in the first quarter of 1956. They will likely maintain this relationship to the year-ago level during the spring.

Commercial landings of edible fish and shellfish this winter for use in the fresh or frozen forms differed little in total from those of a year earlier. There were variations in the catch of individual species in the two periods. Commercial fishing operations are now on a seasonal upswing, which will continue until early or midsummer.

About 34 million pounds of edible fishery products were frozen commercially in the continental United States during the first quarter of 1957. This was 12 percent less than in the same part of 1956. Part of the reduction apparently is due to under-reporting on freezings of fish sticks. The total volume of freezings will soon be increasing seasonally with the catch, reaching a peak in July or August.

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[1] Prepared in cooperation with the Fish and Wildlife Service, U. S. Department of the Interior.

Cold-storage holdings of frozen fish and shellfish on May 1 totaled almost 111 million pounds--8 percent less than a year earlier--and are now close to the low point of the year. The trade will soon begin building up stocks for marketing next winter when commercial landings are at their seasonal low point.

Imports of edible fishery products during the next few months are expected to be close to the year-earlier total, but some reduction in exports is probable. The latter will in large part be due to the fact that our supplies of canned California sardines (pilchards) are relatively low because of the poor pack last fall. California sardines have always been one of our major export items among the edible fishery products.

Poultry and Eggs

Civilian consumption of poultry meat per person during the remainder of 1957 is expected to continue near the year-earlier rates, but that for eggs will likely decline after late summer. In 1956 chicken meat consumption was record large, and that of turkey meat a near-record. Retail prices of commercial broilers--the principal source for chicken meat--during the coming months are expected to be close to the year-earlier level, but those of turkey meat will likely be somewhat lower because of substantially larger supplies. Egg prices are likely to be below the corresponding 1956 levels in the next few months, but after late summer probably will rise above those of a year earlier because of the reduced production in prospect.

Egg consumption for the year as a whole is expected to average a little less than in 1956. This will be due mainly to the significant decline in consumption in prospect for the last 3 to 4 months of 1957, reflecting the probable smaller output and higher prices than a year earlier.

Beginning in February the U. S. Department of Agriculture has been purchasing surplus quantities of eggs, which have been distributed to the School Lunch Program and other eligible outlets. Through late April acquisitions of shell and dried eggs were equivalent to 520,000 cases (30 dozen per case). A similar program, limited to shell eggs, was also in operation during the last 4 months of 1956.

Lower supplies of eggs in the last 3 to 4 months of 1957 than a year earlier are indicated by the sharply smaller number of chicks hatched as replacements for egg-laying flocks thus far in 1957. Reduction in egg output is likely even though (1) the hatch during the remainder of the season may be closer to a year earlier than it was through March, (2) farmers may retain a larger number of hens in flocks for a second year of laying, and

(3) the long-term upward trend in the output of eggs per hen is likely to continue. Supplies of shell and frozen eggs in cold storage at the season's peak are expected to total above a year earlier.

Production of commercial broilers will continue noticeably higher than in 1956 until late June. In the last half of 1957 production may be somewhat closer to the year-earlier level. In 1956 commercial broilers provided more than 2/3 of the total annual chicken meat supply.

Marketings of farm chickens, the other component of the chicken meat supply, will likely be sharply lower this year than last. Because of the smaller number of replacement chicks being raised, the number of hens culled from egg-laying flocks in the remainder of 1957 will likely be down from the year-earlier total, as will marketings of young farm chickens (mostly cockerels).

Supplies of turkey meat have been much heavier than a year earlier thus far in 1957 and are expected to continue larger. The greater volume through early summer will be from the record large cold-storage holdings carried over from 1956 as well as from increased farm marketings. After midsummer, supplies will be mainly from turkeys raised this year. The indicated hatch of turkey poults through April was about 8 percent larger than a year earlier. In 1956 more than half of the turkeys raised had been hatched by the end of April.

Dairy Products

Production of milk is now on the seasonal uptrend. It will reach the year's peak in late May or early June and then decline until late in 1957. Milk output in January-March was somewhat heavier this year than last, and will likely remain ahead of last year in the coming months. Civilian consumption of dairy products in calendar year 1957 is expected to be close to the 1956 per capita rate. With population larger this year total consumption of dairy products will likely be up some, but not enough to use all the milk produced. The excess, to go to the USDA under the price-support program, may again be equivalent to 4 percent of the year's total milk output. Retail prices of milk and dairy products will likely average a little higher this year than last.

The total milk flow in 1957 is expected to reach a new record level (for the fifth consecutive year), over 2 billion pounds higher than the 125.7 billion pounds produced last year. The prospective increase will largely be the result of the continued increase in milk output per cow, since the number of milk cows on farms may be no greater than in 1956. Average annual output per cow in 1956 was a little over 6,000 pounds, 20 percent higher than in 1947. The continued increase in the rate over the past decade stems mainly from advances in technology and adoption of improved practices.

Civilian per capita consumption of dairy products in 1957 is expected to total around 710 pounds (milk equivalent basis), about the same as in 1956. The changes for individual major items will also be relatively small. For fluid milk, distribution through the Special Milk Program will continue to be an important factor influencing the consumption rate by civilians. The distribution of milk under the Program may not show as large an increase in the remainder of 1957 as in comparable periods in the past year or two because of the large number of schools and other eligible outlets already participating. The growing popularity of milk-cream combinations--"half and half," for example--in recent years has contributed to the increase in per capita consumption of milk and cream. For a number of years, civilian use of heavy and light cream has trended downward.

Butter and cheese consumption by civilians probably will be close to their respective 1956 rates. Distribution of Government-owned supplies to the School Lunch Program and other eligible outlets will continue to have a strengthening influence on the consumption rate for these two products, as it has in recent years. The small decline in civilian use of butter per person in 1956 was due in part to the continued reduction in output on farms. This reflected the decline in the number of farms which produce milk as well as the gradual decline of the practice of making butter on farms.

The advance in ice cream consumption per person in recent years is expected to continue in 1957.

Government purchases of dairy products under the price support program in 1956 were the equivalent of around 5 billion pounds of milk, about the same as in the preceding year but about half the 1953 and 1954 levels. These purchases were in the form of butter, cheddar cheese, and nonfat dry milk. Such acquisitions in 1957 are not expected to differ materially from those in 1956. The support price levels for butterfat and manufacturing milk announced for the 1957-58 marketing year, which began in April, are the same as those for 1956-57.

Fats and Oils

Supplies of food fats and oils this spring and summer will not differ greatly from last year's record level. Consumption of vegetable oil products per person by civilians is likely to be slightly higher than a year earlier, but is expected to differ little for both butter and lard. Substantial quantities of edible oils will be exported in the next several months. Retail prices of edible fats and oils products through the rest of the marketing year are likely to be maintained near present levels, and not substantially different than at the same time last year.

The total domestic disappearance of margarine, cooking oils, salad oils and shortening into civilian channels is expected to be a shade higher this spring and summer than last. Supplies of the vegetable oils (mainly soybean and cottonseed) from which these food products are made are heavy, but continued large exports through the summer will reduce the heavy supply and have a stabilizing influence on vegetable oil prices.

The overseas movement of food fats and oils is being encouraged by a high level of economic activity in most countries, their replenishment of fats and oils stocks (which were rather low last fall), and the various export financing programs of the United States. About 60 percent of the cottonseed and soybean oils in 1956-57 is expected to move out under Public Law 480 and International Cooperation Administration programs. Mainly because of heavy exports, our stocks of these oils at the end of the present marketing year (October 1, 1957) will likely be moderately smaller than a year earlier. But the prospective carryover of 1956-crop soybeans may be up enough to result in a gain for combined oils and oilseeds on an oil equivalent basis.

Lard output during most of 1957 probably will remain below a year earlier because of reduced hog slaughter. By December, however, slaughter may be above the year-earlier rate. Retail lard prices through early fall probably will remain above last year but the difference may gradually narrow. Domestic disappearance of lard is running ahead of a year earlier, with the gain due almost entirely to the increased use in shortening. Further increases in this use may be retarded by the fact that lard prices are closer to those of vegetable oils now than a few months ago. The movement of lard overseas is continuing below the year-earlier rate because of higher prices and increased domestic use.

Little change from last year is expected in domestic disappearance of butter in 1957. Retail prices of butter this spring and summer are expected to average slightly higher than last year, when they were trending upward. Butter exports may be much smaller than last year because stocks held by the U. S. Department of Agriculture are down considerably. In 1956 most of the exports were donations from USDA stocks.

For 1957 as a whole, civilian per capita consumption of edible fats and oils is expected to be slightly higher than a year earlier. Last year the rate for shortening, lard, and butter was each lower than in 1955. There was a slight increase in the consumption of margarine in 1956, and no change for the edible oils used in cooking and salad oils, in salad dressings (mainly mayonnaise and French dressing), and in potato chips and perhaps in ready-to-eat foods.

Peanut supplies continue plentiful and much larger than needed to meet anticipated domestic food and farm uses. In recent years when supplies of peanuts were plentiful, civilians consumed about 6.5 pounds per year, farmers' stock basis (4.5 pounds shelled) at prices about reflecting the support level. In the 1954-55 and 1955-56 marketing years per capita consumption (in terms of farmers' stock basis) fell to about 6 pounds because of short crops and relatively high prices. In the latter period the shortage was entirely in Virginia-type peanuts. With lower prices and larger supplies of peanuts available this marketing year, consumption is expected to rise to 6.5 pounds.

Total consumption of shelled peanuts in March-August 1957 is likely to be up considerably from the relatively low level last year. Reported use of shelled peanuts in candy, peanut butter, and other food products in September 1956-March 1957 was almost 6 percent above the previous year. Crushings of peanuts and production of peanut oil during this period was up sharply from a year earlier, reflecting primarily the Department's diversion operation. Domestic consumption of peanut oil is running slightly higher than a year earlier, reflecting somewhat lower prices.

Fruit

Total supplies of fresh and processed fruits are expected to be somewhat larger this spring than last. Most of the increase will consist of processed fruits. On April 1, 1957, cold-storage stocks of apples were lighter than a year earlier, while those of pears were heavier. Retail prices of most fresh and processed fruits probably will not differ greatly from a year earlier.

In most areas, deciduous fruit trees and vines have come through the winter in good condition. Freeze damage to trees and buds has been reported only in scattered locations. This may mean at least as much fresh deciduous fruits in late spring and early summer this year as last, depending on growing conditions. Fruit trees and vines still face weather hazards of spring, such as frosts and hail, and wet weather at pollenization time. Supplies of strawberries from the midspring crop are expected to be at least as large this year as last. With late-spring acreage up this year, supplies from this acreage may be larger than in 1956.

The quantity of oranges remaining to be harvested this spring for shipment in the fresh form and for processing are slightly larger than a year ago. Prospective supplies for use this summer, mainly California Valencias, are a little lighter but exports may not be quite as heavy as last summer. Spring supplies of grapefruit, mostly from Florida, are much smaller than a year ago. More California lemons are in prospect this year than last. Much rain fell in all principal citrus producing areas during late winter, which would tend to increase the size of the fruit on trees.

Total supplies of processed fruits for late spring and early summer are considerably larger than in 1956. Reports from canned fruit packers indicated that their stocks of 9 important deciduous fruits were almost one-third higher this April 1 than last. Increases were reported for canned apples, applesauce, peaches, pears, plums, and fruit cocktail. Stocks of apricots, red pitted cherries, and sweet cherries were smaller. For canned citrus sections and salad, stocks held by packers in Florida on April 13 were 17 percent smaller than at the same time last year. Although the general movement into consumption of the record 1956 pack of canned fruits has been heavy, the carryover into the 1957-pack marketing season is expected to be noticeably larger than last year's.

Supplies of canned single-strength citrus juices, made mostly from Florida oranges, are expected to continue moderately larger this spring than last. In Florida, packers' stocks of orange and tangerine juice were considerably larger on April 13 this year than last, and those of grapefruit juice were a little larger. The canning season for citrus juices is still under way, but as of April 13 output of orange juice was up moderately from a year earlier while that of grapefruit juice was down slightly. The volume of most canned citrus juices marketed by packers through early spring was somewhat smaller than a year earlier.

At least as much frozen orange juice concentrate is expected to be available this spring and summer as last, and at slightly lower retail prices. Output of this frozen juice in Florida--the major producing area--was somewhat larger as of early spring than a year earlier and carryover stocks last fall were also higher. However marketings increased slightly through early spring. Output of frozen orange juice concentrates from the Valencia crop in Florida, now underway, is expected to be heavy again this spring. Supplies of frozen lemonade concentrates probably will continue somewhat higher than a year earlier. Most of this is made from California lemons, and this crop is estimated to be 11 percent larger than it was in 1955-56.

More frozen deciduous fruits and berries are available for use during the remainder of the current marketing season than a year earlier. Total cold-storage holdings of these commodities on April 1 were 12 percent larger than on the same date last year. The increase was the result mainly of a heavy rise in stocks of frozen strawberries.

Total supplies of dried fruits are adequate to meet anticipated domestic and export needs until marketings of the 1957 pack start to pick up volume in late summer.

Vegetables

Current indications point to noticeably larger supplies of potatoes and both canned and frozen vegetables this spring than last, but less fresh vegetables and sweetpotatoes. Retail prices of both potatoes and processed vegetables are expected to average somewhat lower than last spring, but those for sweetpotatoes are likely to be considerably higher. Fresh vegetable prices are likely to be at least equal to a year earlier until about mid-spring, but are expected to be lower in late spring barring a delayed harvesting and marketing season such as occurred last year.

Fresh vegetables are expected to be in somewhat smaller supply this spring than last. Total production of 11 early and midspring vegetables, which make up an important part of the total spring tonnage, is estimated at 10 percent less than in 1956. Among the more important of these vegetables, substantially smaller crops are in prospect for broccoli, sweet corn, onions, and tomatoes, and a much more moderate reduction for cabbage. Partly offsetting these declines are indicated increases for asparagus, snap beans, cauliflower, cucumbers and lettuce. For the major vegetables for which the full spring harvest is estimated, sharp reductions from a year earlier are in prospect for carrots, green peppers, and spinach. A moderately heavier spring crop of celery is indicated. Although production estimates are not available for melons, indicated acreage with yields near the average of of recent years would result in a noticeably smaller crop of cantaloups. Although acreage of watermelons for late spring harvest is up from a year earlier, the Florida crop was damaged by excessive rains, so that production is likely to be smaller than last spring.

With consumer income during the next few months likely to remain at or near record levels, demand for fresh vegetables is expected to continue strong. However, many of these items will continue to face stiff competition with processed forms. If supplies of fresh market vegetables for spring harvest are about in line with current indications and the pattern of harvest is not seriously distorted by cool weather and delayed maturity, as it was a year earlier, prices at retail during the remainder of this spring probably will average a little lower than those in 1956.

Substantially more canned and frozen vegetables are available for distribution than a year ago. Among the major canned items, indications are that supplies of sweet corn and tomato juice are much heavier, and those of green peas and tomatoes moderately larger. Most other products, except snap beans, are also in heavier supply. We also have more of all frozen items. According to the April 1 cold-storage report, biggest increases over a year ago are in green peas, French fried potatoes, peas and carrots, Brussels sprouts, broccoli, cauliflower, asparagus, and mixed vegetables. Because of the larger supplies available, retail prices of a number of canned and frozen items are expected to average somewhat lower into mid-1957 than a year earlier.

With larger carryover stocks in prospect at the end of the current marketing season canners are aiming for a smaller pack of vegetables this year. Although freezers will put up less of some items, the total frozen pack probably will be at or near a record level. Intentions thus far reported indicate that processors plan to plant or contract for 1957, less acreage than in 1956 for: Sweet corn and green peas (about 3 percent each), kraut cabbage (around 11 percent), beets for canning (7 percent), and tomatoes for processing (11 percent). In contrast, planting indications point to a 7 percent larger acreage this year for snap beans for processing, a 4 percent increase for winter and early-spring spinach, and a 10 percent larger acreage of cucumbers for pickles. If growing conditions should be about average, production of most crops would be down more than the indicated reduction in acreage. Last year's yields for most processing vegetables were unusually high.

Current indications are that potatoes will be in larger supply this spring than last. All reports indicate that materially more old-crop, or storage, potatoes are available, and production from the early spring crop is expected to be about 7 percent larger than last year. Acreage for late spring harvest is up moderately. Barring serious weather damage in important producing areas, retail prices of potatoes into early summer are likely to average substantially below those of 1956.

Intentions reports in early March indicated that producers plan to plant slightly less acreage of potatoes for late summer and fall harvest than in 1956. Even if yields should average a little lower, the intended acreage with a normal growing season would result in supplies more than adequate to satisfy anticipated domestic needs and exports.

Supplies of sweetpotatoes remaining to be marketed are much smaller than a year earlier. Quality is generally good for this time of year and retail prices are significantly higher than in 1956.

It appears that production of sweetpotatoes this year is likely to be moderately to substantially smaller than the 1956 crop. Growers have indicated that they intend to plant slightly less acreage, and yields may be a little lower.

Cereal Food Products

Supplies of grains will continue very large in the months ahead, but--except for corn--not quite as plentiful as a year earlier. Civilian per capita consumption of cereal food products is expected to be close to the 1956 rate. Retail prices of these products are expected to average somewhat higher this year than last, reflecting mainly higher processing and distribution costs.

Wheat supplies remain large and the crop to be harvested in 1957 may total over 850 million bushels. A crop of this size would be around 140 million less than last year's, but fully ample to meet the likely domestic use and exports required out of "free" supplies--i.e., supplies not owned by or obligated to the Department of Agriculture. Per capita consumption of wheat products in 1957 may be down some from last year's rate of 170 pounds (grain equivalent), but the decline is expected to be less than the annual average reduction of 4.4 pounds of the past 10 years.

Prospects are that wheat exports in the 1957-58 marketing year will be somewhat below the very high level of 475 million bushels indicated for 1956-57. However, because of the smaller crop expected in 1957, carryover stocks on July 1, 1958 may possibly be around 75 million bushels smaller than on the same date this year, about the same reduction in stocks that is likely to occur in 1956-57. Thus, a substantial start is being made in reversing the trend of increasing carryovers, which has been in effect since 1952-53.

Rice will continue in very heavy supply during the remainder of the current marketing year (which ends August 31), although substantially below the record level of a year earlier. The reduced--but still heavy--supplies now available are a result of both the 15 percent smaller crop in 1956 as compared with 1955 and the record large exports during the current marketing year. A large part of the rice exported in 1956-57 has been from surplus stocks acquired by the U. S. Department of Agriculture under its price support operations. Civilian consumption of rice in 1956-57 is expected to average 5.3 pounds (milled basis) per person, the same as a year earlier.

Record or near-record stocks on hand will provide ample supplies of corn and barley for processing into food products and for other uses until the 1957 crops are harvested this summer and fall. Stocks of oats are considerably below the record level of a year earlier, but adequate for anticipated needs until this year's crop is harvested.

Civilian per capita consumption of food products made from corn, oats and barley in 1957 each is expected to be substantially the same as last year's rate. In recent years the consumption rate for cornmeal, hominy grits, barley malt and corn sugar have tended to drift downward, while those of oatmeal, cornstarch and corn sirup have about been maintained. The retail price of corn flakes and oatmeal during the first quarter of 1957 averaged about 5 to 10 percent higher, respectively, than a year earlier, with most of the increase occurring late in 1956.

Based on early 1957 indications, another large supply of feed grains is in prospect for 1957-58. This would provide ample supplies for maintaining the production of meats, poultry and eggs, and dairy products at a high level. The total prospective acreage of the four major feed grains for 1957 is slightly larger than in 1956 or the 1946-55 average because of sharp increases for barley and grain sorghums. But the prospective cut of 4 million acres in corn and 1 million in oats from 1956 may have a greater effect on the total tonnage of feed grains produced than the sharp increase in acreages of barley and grain sorghum. With 1951-55 average yields by States on the 1957 prospective acreages, production of feed grains this year would total about 119 million tons, about 10 million less than in 1956, when corn and barley yields were at record levels. The total 1957-58 supply of feed grains, however, would be only slightly below last year's record, since a 6 or 7 million ton increase is in prospect for carryover stocks into 1957-58.

Sugar

Civilian consumpton of sugar in 1957 is expected to average 97.7 pounds (refined basis) per person, the same as last year's rate. Retail prices of refined sugar in the next few months probably will be fairly stable at about the current level of 11 cents a pound, after having trended upward gradually since the end of 1955.

The strong demand for sugar at the primary distribution level last year was not sustained in the first quarter of 1957 as major industrial users, food processors, and wholesalers apparently drew on stocks which they had accumulated previously. Deliveries of sugar by primary distributors to domestic outlets during January-March totaled 1,730,000 tons (raw basis), 11 percent less than a year earlier. Although wholesale prices of refined sugar have been relatively unchanged since about mid-December 1956, those of raw sugar have receded from the high level reached during October 1956-January 1957.

The sugar marketing quota for the domestic market for 1957 is 9,000,000 tons (raw basis), the same as the final quota for last year and 200,000 tons higher than that originally set for the present year. The quota for 1957 was increased in January in order to prevent sugar prices from rising.

Dietary Levels of Households in the United States, 1955 Household Food Consumption Survey Report No. 6, March 1957, is available from the Office of Information, United States Department of Agriculture, Washington 25, D. C. The regional reports, Nos. 7 - 10, are in press.

ARTICLES AND SPEECHES BASED ON THE 1955 HOUSEHOLD FOOD CONSUMPTION SURVEY REPORTS 1/

Articles

"Food Consumption in the South" by Robert J. Lavell, Agricultural Marketing, Vol. 2, No. 5, May 1957, pp. 4-5. 2/

"Some Highlights of the 1955 Food Consumption Survey," The Wheat Situation, WS-153, April 26, 1957, pp. 25-30. 2/

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"City Folks and Convenience Foods," Agricultural Research, Vol. 5, No. 9, March 1957, pp. 8-9. 3/

"Household Food Consumption Patterns" by Janet Murray and Faith Clark, Agricultural Marketing, Vol. 2, No. 3, March 1957, pp. 10-11. (Supply limited. Available in libraries.)

"What City Families Spend for Food," Agricultural Research, Vol. 5, No. 7, January 1957, pp. 8-9. 3/

"Food Market U.S.A.," Agricultural Marketing, Vol. 1, No. 4, November 1956, pp. 6-9. 2/

Speeches

"Family Diets Today" by Faith Clark, April 1, 1957, Washington, D. C. 17 pp. with charts. 4/

"The Relation of Food Consumption Patterns of the South to New Developments in Marketing" by Marguerite C. Burk, February 5, 1957, Birmingham, Alabama. 21 pp. 2/

"Summary of the 1957 Food Outlook and Comments on Potential Uses of the 1955 Survey of Household Food Consumption for Research and Extension in Food Marketing" by Marguerite C. Burk, November 28, 1956, Washington, D. C. 14 pp. 2/

"Trends in Farm Family Food Practices" by Mollie Orshansky, November 27, 1956, Washington, D. C. 16 pp. with charts. 4/

1/ Excluding those published in the National Food Situation.

2/ Available from the Marketing Information Division, Agricultural Marketing Service, United States Department of Agriculture, Washington 25, D. C.

3/ Available from the Information Division, Agricultural Research Service, United States Department of Agriculture, Washington 25, D. C.

4/ Available from the Institute of Home Economics, Agricultural Research Service, United States Department of Agriculture, Washington 25, D. C.

DIETARY LEVELS OF HOUSEHOLDS IN THE UNITED STATES [1]

Generous and varied food supplies are available on today's markets, enough to provide the population of the United States with more than the amounts of nutrients recommended by the National Research Council for the maintenance of good nutrition. Not all households, however, have diets that meet these recommended levels according to the Department of Agriculture's Household Food Consumption Survey made in the spring of 1955. When household food supplies failed to meet nutrient recommendations, they were most often short in calcium and vitamin C (ascorbic acid).

Milk is the principal source of calcium, and fruits and vegetables, especially citrus fruit, are the chief source of vitamin C. It is estimated that if everyone in this country whose diet is short in these two nutrients had a diet that met nutritional recommendations, about 9 percent more milk would be used by households and about 6 percent more fruits and vegetables.

The need for improved diets is shown in the chart. In the spring of 1955 about 3 in 10 households had diets that provided less calcium than the allowances recommended by the National Research Council. About 1 in 4 had less than recommended amounts of ascorbic acid (vitamin C). Slightly smaller proportions had less vitamin A, riboflavin, and thiamine than the allowances specify. A tenth or fewer had food furnishing less than recommended amounts of protein, iron, and niacin.

This does not mean that large proportions of the population are suffering from malnutrition. The recommended allowances of the National Research Council provide a considerable margin of safety over average needs. The margin varies for the different nutrients. Relatively few households scored very low for the nutrients studied.

Data available from the survey, however, show amounts of nutrients in the food that came into household kitchens for consumption. How much food was discarded either as plate waste or during or after preparation was not reported. Hence amounts of nutrients in the food actually eaten may be smaller than the amounts shown in tables and charts of the study. Losses in terms of calories may be especially high.

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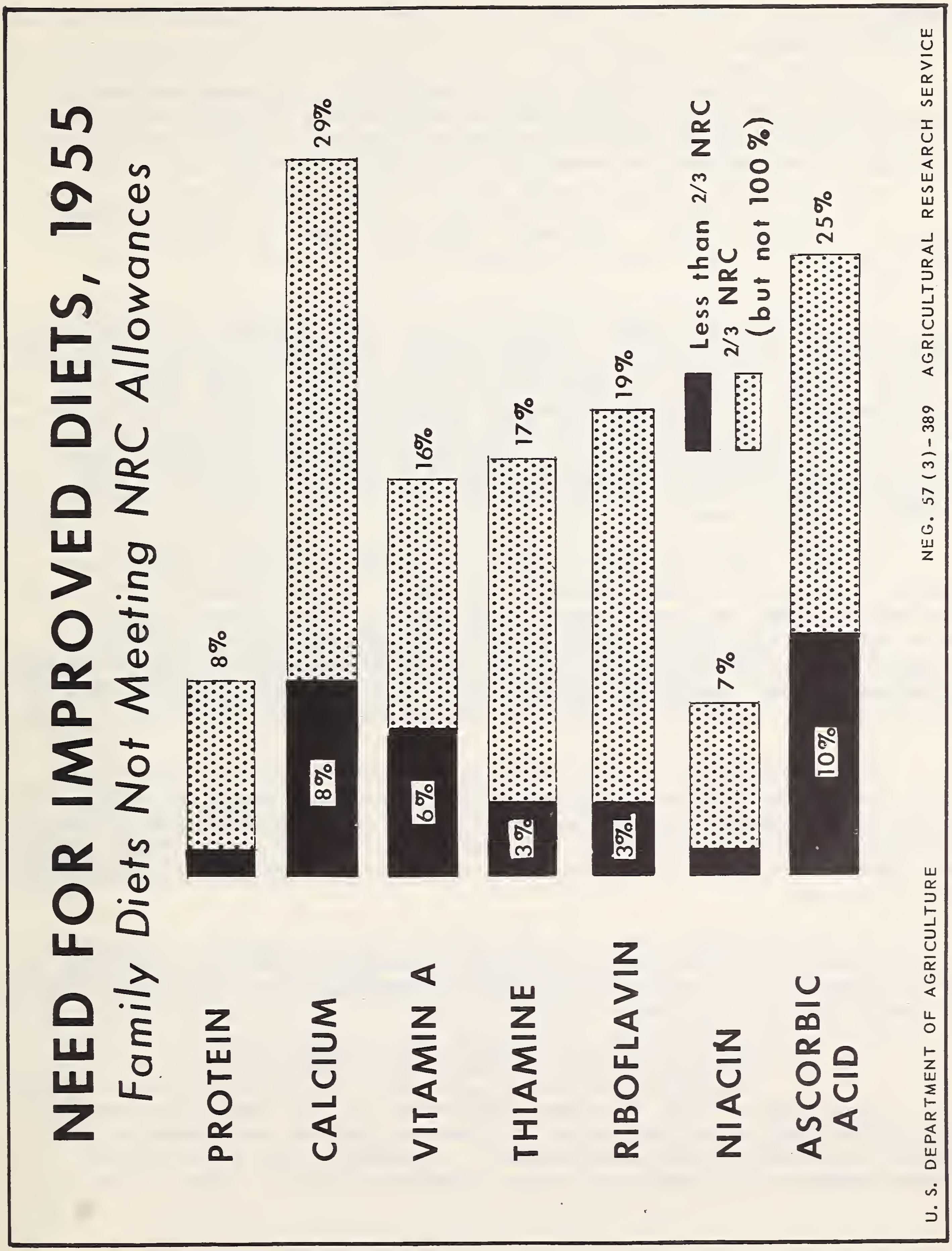
[1] By Faith Clark and Corinne LeBovit, Institute of Home Economics, A.R.S. Material in this article is taken chiefly from Dietary Levels of Households in the United States Report No. 6 in 1955 Household Food Consumption Survey Series and from the forthcoming reports on dietary levels in 4 regions (reports 7 to 10).


NEED FOR IMPROVED DIETS, 1955
Family Diets Not Meeting NRC Allowances
PROTEIN
8%
CALCIUM
29%
8%
VITAMIN A
16%
6%
THIAMINE
17%
3%
RIBOFLAVIN
19%
3%
NIACIN
7%
ASCORBIC ACID
25%
10%
Less than 2/3 NRC
2/3 NRC (but not 100%)
U. S. DEPARTMENT OF AGRICULTURE
NEG. 57(3)-389
AGRICULTURAL RESEARCH SERVICE

Trends in Dietary Levels

Diets in this country have shown considerable improvement since the large-scale survey in the 1930's when a third of the diets were classed as "poor." Today, diets in probably as few as 10 percent of the households can be called "poor" by the standards used in the earlier period.

Much of this improvement arises from the bread and flour enrichment program, initiated in 1941. Economic conditions, newer developments in the marketing of foods, and nutrition education have also had a part in this improvement.

Most of the improvement, however, seems to have taken place between the mid-thirties and the early postwar period. Relatively little improvement in urban dietary levels has taken place since 1948 when a food consumption survey was made. In 1955 approximately the same proportion of urban household diets as in 1948 furnished recommended amounts of calcium, vitamin A, thiamine, and riboflavin--nutrients often in shorter than desirable supply. Protein, iron, and niacin levels improved, but ascorbic acid levels were somewhat lower.

Protein, iron, and niacin levels have improved chiefly because of greater consumption of meat, poultry, and fish. In the spring of 1955, urban families consumed per person about 4-1/3 pounds of these foods a week, compared with a little over 3 pounds in 1948. The lower ascorbic acid levels resulted chiefly from a decrease in the household consumption of potatoes and green vegetables. Quantities of milk, fats, and oils were about the same in the two periods, while grain products continued a downward trend.

Food expenditures of city families in a week in spring 1955 were up about one-fourth, or about $6.50 more than in a similar period in 1948. Part of the higher expenditures may be attributed to larger average family size and part to higher food prices. But much of it resulted from a shift toward more expensive types of foods including the services that go with meals eaten away from home.

It appears, then, that in spite of increased spending by families for food in recent years, relatively little improvement in the nutritive content of their diets has occurred.

Dietary Levels of Different Population Groups

City-farm.--Though city-farm differences in food consumption patterns have become less marked during the past several decades, considerable difference in dietary levels still exists. In general, farm diets furnish larger amounts of all nutrients except vitamins A and C. This is because farm families use more grain products, milk, fats, and sugar. Their selection of fruits and vegetables in the spring of 1955 resulted in slightly lower levels of vitamins A and C in their diets. Farm families have tended to use less citrus fruit than city families. Although their consumption of this ascorbic acid-rich food had increased considerably by the spring of 1955 over earlier periods, it was still below that of city families. It may be that in the summer and early fall when homegrown tomatoes and other vegetables are available, differences are smaller in the Vitamin A and C content of farm and city diets.

Income.--In rural nonfarm and city groups the quality of diets and income are quite closely related. The diets of higher income families contain larger quantities of nearly all nutrients than do those of lower income groups. The differences, measured in the 1955 survey, were particularly marked between the low- and the middle-income groups. For example, 58 percent of the urban households in the $2,000-$3,000 income group had food supplies furnishing the recommended amount of calcium, compared with 73 percent of those in the $4,000-$5,000 income group, and 78 percent of urban households with incomes of $6,000-$8,000. Ascorbic acid levels rose sharply with income throughout the income scale. The increase of this nutrient with income was closely related to the increased consumption of fresh fruits and fruit juices as income rose.

Thiamine levels were little related to family income. Sources of thiamine in diets were chiefly grain products, meat (especially lean pork), and milk. Although consumption of milk and meat increased with income, that of grain products and of lean pork cuts generally decreased. Hence thiamine levels remained about the same.

Because of home food production, which dollarwise made up about 40 percent of the average farm family's food, dietary levels of farm families, generally speaking, were less related to their money incomes than the dietary levels of city families.

Region.--Although regional differences in food consumption may be less than they used to be, according to the 1955 survey there were still some important differences in dietary levels among the four regions of the United States. Diets of households in the North Central region and the West were much alike in nutritive content; and diets in the Northeast were not very different except for thiamine, which was lower. In diets in the South, levels of most nutrients were lower than in the other regions.

Following are the proportions of households in each region with food that did not furnish the amounts of five key nutrients recommended by the National Research Council:

Nutrient	North-east Pct.	North central Pct.	South Pct.	West Pct.
Calcium.................	28	26	34	26
Vitamin A...............	12	13	26	11
Thiamine................	22	14	15	16
Riboflavin..............	18	16	25	15
Ascorbic acid...........	17	19	37	23

In the Northeast, as shown by the figures above, the percentage of families with diets below the recommended level for thiamine was considerably larger than in any other part of the country. Food supplies in that region were also slightly lower in calories and iron. The lower caloric content of the diets is accounted for by lower consumption of grain products, fats and oils, and sweets. The lower grain consumption also affected the amounts of thiamine and iron. Thiamine was affected, too, by lower consumption of pork, which is much higher in that nutrient than other meats.

Diets in the South were lower in calcium, riboflavin, niacin, protein, and vitamins A and C than diets in other regions, because they contained less milk and milk products, less meat, poultry, and fish, and less fruits and vegetables. By using considerably more grain products, however, the southern families obtained as much iron and thiamine as the others obtained from larger amounts of meat and milk. The grain products also contributed considerable amounts of protein, calcium, riboflavin, and niacin, but not enough to bring the diets up to the levels of the other regions.

Some of the regional differences indicated by the survey data may reflect differences in the characteristics of the populations being compared. One characteristic that affects food consumption is urbanization. The Northeast and West, with only about one-twentieth of the households living on farms, are more urbanized than the South and the North Central, where the proportions are one-sixth and one-seventh, respectively. Income, another factor influencing food consumption, was lower in the South than in the other regions.

In the South as a whole and in each urbanization group there, larger proportions of households than in other regions ate food that did not furnish recommended levels of protein, calcium, riboflavin, and vitamins A and C. Further analysis indicates that much of this difference is related to lower incomes.

Summary

Although food supplies in the U.S. are more than adequate to provide everyone with a diet that meets present-day nutrition recommendations, there are considerable numbers whose diets might well be improved. The 1955 Household Food Consumption Survey has shown that when household food supplies failed to meet nutrient recommendations, they were most often short in calcium, of which milk is the chief source, and in vitamin C, which is supplied by certain fruits and vegetables.

Although dietary levels were considerably higher than in the mid-thirties, relatively little improvement, at least for urban families, had taken place since 1948. The population groups whose diets were most in need of improvement were those with low incomes, many of whom were in the South. Urban diets also tended to be poorer than rural diets. Further analysis of the survey data will pinpoint further the groups with poor diets--i.e., with respect to household size, age, and education of homemaker, etc.

The wide choice of foods many homemakers now have, because of larger incomes and the greater variety of foods on the market, provide an increasing opportunity for improving and extending consumer education. Families whose incomes limit their purchasing power especially need help, but the job extends to families throughout the income scale.

SOME HIGHLIGHTS OF THE URBAN HOUSEHOLD MARKET FOR FOOD [1]

Urban families now buy 69 percent of the food and marketing services sold with food. [2] (Table 3.) Their share of the commercial food market is larger than their 59 percent share in the population because they buy most of their food and they have substantially more purchasing power than rural families.

Sales to urban households for home use amounted to 2/3 or more of the meat, dairy products, poultry and eggs, fruits and vegetables sold. Urban households are relatively less important in the market for fats and oils (including butter), sugar and sweets, cereal and bakery products.

This picture of the U. S. market for major food groups, based on the nationwide survey of households in the spring of 1955, follows the general lines of findings from earlier surveys. [3] But the new survey data also provide details for separate estimates of the food market in each of the four regions--Northeast, North Central, South and West.

In the North Central Region, the urban market makes up the same percentage of the total market as in the United States as a whole--69 percent. In the Northeast and West the percentages are higher. In the South urban households are relatively much less important as food buyers than in other regions. The South has a smaller proportion of its people living in urban areas and money incomes of both urban and rural families are much lower. [4] Commodity details for the regional markets are given in table 4.

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[1] By Marguerite C. Burk and Harry Sherr, Statistical and Historical Research Branch, AMS.

[2] Based on 1955 Survey of Household Food Consumption in a week of spring 1955. In this article data on purchases of food for use at home exclude alcoholic beverages.

[3] References are presented on the last page of each of the first 5 statistical reports on the 1955 Household Food Consumption Survey.

[4] See table 8, National Food Situation (NFS-79), February 1957.

Table 3.- Regional and urbanization shares in the U. S. food market, spring 1955 1/

Region	Percentage of United States food market	Distribution of food market in region by urbanization: Urban	Rural nonfarm	Farm
	Pct.	Pct.	Pct.	Pct.
United States	100	69	24	7
Northeast	31	77	20	3
North Central	32	69	22	9
South	24	55	34	11
West	13	74	20	6

1/ Derived from data of 1955 Survey of Household Food Consumption on total expenditures for food for home use, including alcoholic beverages, and for food and alcoholic beverages away from home by housekeeping families in a week in spring 1955.

Table 4.- Shares of urban households in total household market for 8 food groups in United States and regions, in a week, spring 1955 1/

Region	Meats	Dairy products excluding butter	Fats and oils 2/	Poultry and eggs	Fruits 3/	Vegetables 4/	Sugars and sweets	Cereal and bakery products
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.
Urban, as percentage of:								
U. S. market	69.9	68.5	61.0	74.3	67.9	68.4	56.1	60.1
Northeast market	76.3	74.5	71.5	81.8	74.6	77.0	66.7	70.9
North Central market	70.0	66.8	59.8	75.4	67.7	70.0	57.8	60.6
Southern market	58.3	59.4	48.2	62.8	54.9	55.2	42.2	45.5
Western market	74.0	74.2	70.0	76.7	74.6	71.4	68.3	70.1

1/ Breakdown of household expenditures for food for home use (excluding alcoholic beverages). Expenditures do not include money value of home-produced food. Data from 1955 Survey of Household Food Consumption. 2/ Including butter. 3/ Including melons. 4/ Including potatoes and sweetpotatoes.

The relative importance of each region in the U. S. urban market for each group of foods, given in section A, table 5, was developed from totals of survey data on urban households' expenditures.

Urban households in the Northeast accounted for the largest share of the total U. S. urban market for each group of foods except fruits, sugar and sweets, and the miscellaneous category, for which the North Central Region's share was largest. The Northeast's share for poultry and eggs was particularly heavy. The West's proportion of the total U. S. urban market for each food was smallest because of fewer people living in that area.

Overall Patterns of Urban Food Expenditures

Urban families in the U. S. spent an average of $29 per family for food and food marketing services in a week of spring 1955. This included $23.28 for food at home (excluding alcoholic beverages) and $5.76 for meals, snacks, and beverages away from home. By region, average food expenditures varied from $23.15 in the South to $31.42 in the Northeast.

Northeastern urban families with incomes above $3,000 spent more for all food and for food at home per family and per person than in other regions. Total food expenditures and food purchases for home use in the South averaged lower per urban family than in other regions. The economy of that area is less industrialized and incomes run lower, as noted above. Also southern families in each income group spent less for food than their counterparts in other regions per family and per person. 5/

Average expenditures for food generally are higher at higher levels of family income, yet comparisons developed from the survey reports show a considerable variation in expenditure- income relationships. For example, food expenditures per person by urban households in the Northeast and in the South increased more rapidly with income up to the $6-8,000 level than in the North Central Region or the West. The survey data also indicate that expenditures per person for meals and snacks away from home increase with incomes at a sharper rate than outlays for food consumed at home.

Expenditures for Major Foods

Urban households in all regions distribute their food dollars among the broad groups of foods in roughly the same way, as the data in section B of table 5 show. Nevertheless, even the small variations revealed

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5/ A dollar measure of food consumption closely related to food expenditures is money value of all food consumed at home, which includes both expenditures for food and the value of food received as gifts, pay, or home-produced. Examination of these data revealed much the same relationship among the regions as did dollar food outlays. The average per family and per person was highest in the Northeast and lowest in the South.

Table 5.- Regional shares in urban household market for food groups and shares of food groups in urban household market, by region, in a week, spring 1955 1/

Region	Total	Meats	Dairy products, excluding butter	Fats and oils 2/	Poultry and eggs	Fruits 3/	Vege- tables 4/	Sugar and sweets	Cereals and bakery products	Other 5/
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.
	Section A - Percentage of household market for each commodity group									
United States	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Northeast	33.9	35.3	34.5	32.3	37.2	32.4	33.1	28.5	32.5	31.9
North Central	32.2	32.3	31.5	32.1	27.6	34.9	32.8	32.2	32.0	34.2
South	20.3	19.1	20.0	22.0	22.7	17.7	20.9	24.5	22.2	19.8
West	13.6	13.3	14.0	13.6	12.5	15.0	13.2	14.8	13.3	14.1
	Section B - Percentage of food dollars in each region									
United States	100.0	26.3	15.1	4.1	9.4	8.0	11.0	2.7	10.4	13.0
Northeast	100.0	27.1	15.2	3.9	10.2	7.6	10.7	2.3	9.9	13.1
North Central	100.0	26.6	14.9	4.2	8.1	8.7	11.3	2.7	10.4	13.1
South	100.0	24.6	14.8	4.6	10.5	6.9	11.3	3.2	11.3	12.8
West	100.0	25.8	15.6	4.2	8.7	8.9	10.6	3.0	10.2	13.0

1/ Based on food expenditures of housekeeping households for food for home use. Data used here exclude expenditures for alcoholic beverages and money value of home-produced food. Data from 1955 Survey of Household Food Consumption.

2/ Including butter.

3/ Including melons.

4/ Including potatoes and sweetpotatoes.

5/ Including fishery products, nonalcoholic beverages, and miscellaneous foods.

there are meaningful for the total market when the number of households concerned is taken into account. For example, 27.1 percent of urban food dollars in the Northeast are allocated to meats, compared with 26.6 percent in the North Central Region. But section A of table 5 shows that the urban meat market of the Northeast accounted for 35.3 percent of the U. S. urban market, 9 percent more than the North Central Region's share of 32.3 percent.

The northeastern urban markets for meats, poultry and eggs, and dairy products are larger than those of other regions and proportionately greater than for all foods combined. Southern families living in urban areas spend proportionately less of their food dollars for meats, dairy products and fruits, and more than in other regions for fats and oils, sugars and sweets, and grain products.

Differences in current money income appear to account for only part of the variations in urban food expenditure patterns. For example, table 6 shows that southern urban households in each of the income groups spend less per person for meats, than those at the same money income level in other regions. Some of the difference is due to purchase of smaller quantities of meat. Some results from lower average prices per pound, probably because cheaper cuts and grades of meat are purchased.

The relatively low level of expenditures by southern urban households for livestock products does not seem to be offset by heavier outlays for foods from crops, such as vegetables and grain products. However, by buying less commercial baked goods and more flour and meal, southern households get more cereal food per dollar spent. Northeastern urban households did spend relatively less for foods from crops, balancing in part their heavy outlays for livestock foods.

Urban Consumption Patterns for Major Foods

The hundreds of pages of statistical tables in the 1955 survey reports provide the basis for extensive analysis. Here it is possible only to illustrate the regions of high and low urban consumption for a few foods. For the combination of meat, poultry and fish, the total poundage of fresh and processed items purchased per person in the South is about 10 percent less than in northeastern urban households, the two extremes among the regions. Meats alone averaged 3.1 pounds per person in the Northeast, 3.4 in the North Central Region, 2.9 in the South, and 3.3 pounds in the West during a week. (Table 7.) Comparable poultry consumption rates were 0.9 pounds in the Northeast, 0.7 pounds in the North Central Region, 0.8 pounds in the South and 0.6 in the West. Egg consumption averaged a little higher in the South and West than in other regions.

For fats and oils, per person rates of consumption averaged higher in the South than in the Northeast, 0.9 pound compared with 0.7. Among southern urban households, use in households with incomes above $5,000 was 1 pound, about a fourth above that for the under $1,000 income group.

Table 6.- Expenditures per person for food consumed at home in urban households of 2 or more persons, by commodity group, region, and income, in a week, spring 1955 1/

Region and money income group	Total for all food	Meats	Dairy products 2/	Poultry and eggs	Fats and oils 3/	Fruits 4/	Vegetables 4/	Sugar and sweets	Cereals and bakery products	Other 5/
	Dol.	Dol.	Dol.	Dol.	Dol.	Dol.	Dol.	Dol.	Dol.	Dol.
All U. S. urban	7.51	1.98	1.14	0.70	0.31	0.60	0.89	0.20	0.78	0.91
Under $2,000	5.43	1.38	.72	.58	.26	.39	.66	.16	.64	.64
$2 - 3,000	6.18	1.60	.91	.62	.27	.43	.76	.17	.69	.73
$3 - 4,000	6.89	1.71	1.08	.65	.30	.50	.85	.20	.78	.82
$4 - 5,000	7.37	1.92	1.18	.66	.30	.58	.86	.20	.79	.88
$5 - 6,000	7.96	2.15	1.22	.74	.32	.65	.89	.22	.81	.96
$6 - 8,000	8.33	2.22	1.28	.76	.33	.69	.96	.24	.86	.99
$8 - 10,000	8.53	2.23	1.22	.80	.37	.78	1.02	.24	.81	1.06
$10,000 and over	10.00	2.73	1.44	.92	.42	.91	1.24	.22	.86	1.26
Northeast	7.96	2.17	1.21	.81	.31	.60	.90	.18	.78	1.00
Under $2,000	5.77	1.27	.90	.71	.26	.48	.61	.14	.59	.81
$2 - 3,000	6.83	1.76	1.07	.67	.27	.49	.77	.15	.76	.89
$3 - 4,000	7.57	1.92	1.18	.73	.31	.56	.98	.18	.79	.92
$4 - 5,000	7.80	2.14	1.29	.77	.29	.59	.87	.16	.77	.92
$5 - 6,000	8.51	2.40	1.30	.83	.34	.61	.92	.19	.88	1.04
$6 - 8,000	8.69	2.47	1.23	.96	.32	.65	.88	.23	.86	1.09
$8 - 10,000	8.27	2.06	1.20	.90	.36	.72	.95	.23	.78	1.07
$10,000 and over	8.98	2.43	1.26	1.06	.40	.67	1.04	.17	.77	1.18
North Central	7.96	2.12	1.20	.64	.33	.70	.98	.22	.83	.94
Under $2,000	6.87	1.80	.93	.67	.31	.59	.85	.19	.75	.78
$2 - 3,000	6.96	2.03	1.10	.48	.31	.56	.88	.20	.68	.72
$3 - 4,000	7.25	1.83	1.07	.58	.32	.60	.89	.21	.86	.89
$4 - 5,000	7.33	1.87	1.14	.59	.31	.61	.87	.21	.84	.89
$5 - 6,000	8.02	2.21	1.18	.73	.32	.69	.93	.22	.81	.93
$6 - 8,000	8.27	2.21	1.27	.67	.33	.70	1.01	.24	.87	.97
$8 - 10,000	8.86	2.40	1.22	.64	.39	.88	1.12	.28	.85	1.08
$10,000 and over	10.12	2.68	1.51	.81	.42	1.02	1.35	.21	.85	1.27
South	6.19	1.53	.92	.64	.28	.43	.75	.20	.70	.74
Under $2,000	4.79	1.28	.56	.52	.24	.30	.58	.16	.62	.53
$2 - 3,000	5.42	1.36	.74	.66	.26	.32	.64	.17	.65	.62
$3 - 4,000	5.81	1.35	.93	.64	.27	.35	.68	.21	.68	.70
$4 - 5,000	6.74	1.71	1.03	.60	.28	.49	.85	.22	.74	.82
$5 - 6,000	6.95	1.69	1.10	.60	.31	.57	.82	.25	.72	.89
$6 - 8,000	7.79	1.93	1.32	.70	.30	.66	.92	.26	.81	.89
$8 - 10,000	8.06	2.06	1.28	.80	.35	.63	.94	.25	.86	.89
$10,000 and over	9.10	2.15	1.32	.93	.42	.80	1.12	.19	.89	1.28
West	7.85	2.04	1.23	.68	.33	.70	.91	.23	.80	.93
Under $2,000	6.38	1.59	1.09	.50	.32	.57	.84	.17	.64	.66
$2 - 3,000	6.30	1.44	.90	.62	.29	.52	.87	.16	.74	.76
$3 - 4,000	6.88	1.75	1.15	.55	.28	.53	.78	.23	.79	.82
$4 - 5,000	7.22	1.76	1.20	.61	.30	.64	.80	.23	.80	.88
$5 - 6,000	7.72	2.02	1.29	.70	.30	.70	.83	.23	.75	.90
$6 - 8,000	8.28	1.99	1.33	.62	.38	.83	1.04	.22	.88	.99
$8 - 10,000	8.96	2.46	1.22	.95	.35	.90	.99	.17	.73	1.19
$10,000 and over	11.21	3.39	1.53	.98	.43	1.01	1.25	.33	.94	1.35

1/ Derived from data of 1955 Household Food Consumption Survey, Reports 1-5. 2/ Excluding butter. 3/ Including butter. 4/ Including both fresh and processed commodities. Vegetables include potatoes and sweetpotatoes, tomato catsup, chili sauce and tomato relishes, pickles, olives, and relishes other than tomato relishes. 5/ Including nonalcoholic beverages, fishery products, nuts, canned soups, commercially prepared puddings, seasonings, and leavening agents.

Table 7.- Consumption per person of selected foods in urban households, by region and income group, in a week in spring 1955 1/

Region and income group	Meats	Dairy (excluding butter) 2/	Eggs	Fats and oils 3/	Flour and cereals	Bakery products	Fresh fruits	Fresh vegetables 4/	Canned fruits and vegetables 5/	Fruit and vegetable juices 6/	Potatoes and sweet-potatoes 7/
	Lb.	Qt.	No.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.
United States											
All households	3.18	4.33	7.0	0.82	1.28	2.17	2.92	2.73	1.36	1.26	1.70
1-person	3.44	4.13	8.6	.90	1.44	2.29	4.38	4.10	1.60	1.83	1.62
2 or more persons	3.18	4.34	6.9	.82	1.28	2.16	2.87	2.69	1.35	1.24	1.71
Under $2,000	2.77	3.09	6.4	.80	1.88	1.68	2.46	2.40	1.03	.72	1.49
$2 - 3,000	2.92	3.77	6.6	.81	1.69	1.83	2.36	2.58	1.24	.80	1.65
$3 - 4,000	2.97	4.20	6.8	.85	1.39	2.13	2.55	2.45	1.37	1.01	1.84
$4 - 5,000	3.13	4.55	6.6	.79	1.20	2.21	2.71	2.55	1.36	1.26	1.76
$5 - 6,000	3.30	4.62	7.3	.83	1.17	2.32	2.91	2.76	1.48	1.25	1.67
$6 - 8,000	3.40	4.73	7.2	.83	1.09	2.46	3.16	2.75	1.48	1.45	1.79
$8 - 10,000	3.20	4.41	7.6	.89	1.04	2.25	3.11	2.83	1.42	1.80	1.52
$10,000 and over	3.60	4.93	8.1	.89	.93	2.34	4.23	3.34	1.29	1.87	1.56
Northeast											
All households	3.10	4.43	6.6	.71	.90	2.22	2.77	2.74	1.30	1.44	1.78
1-person	3.09	4.81	8.5	.72	.73	2.60	3.90	3.48	1.95	2.17	2.13
2 or more persons	3.10	4.41	6.6	.71	.90	2.21	2.74	2.71	1.28	1.42	1.76
Under $2,000	2.03	3.55	6.3	.60	.91	1.76	2.50	2.10	1.02	1.09	1.69
$2 - 3,000	2.86	4.42	6.3	.67	.95	2.22	2.37	2.50	1.35	1.23	1.89
$3 - 4,000	2.95	4.26	6.3	.76	.98	2.18	2.60	2.60	1.37	1.14	2.02
$4 - 5,000	3.09	4.72	6.0	.66	.86	2.20	2.50	2.59	1.35	1.56	1.71
$5 - 6,000	3.26	4.63	6.9	.73	.95	2.47	2.57	2.98	1.41	1.40	1.66
$6 - 8,000	3.43	4.33	7.0	.75	.92	2.47	2.90	2.84	1.16	1.57	1.78
$8 - 10,000	2.68	4.13	7.5	.79	1.01	1.95	3.28	2.65	1.18	1.62	1.42
$10,000 and over	3.04	4.41	7.8	.82	.70	2.12	3.37	3.02	.87	1.48	1.70
North Central											
All households	3.42	4.66	7.0	.83	1.15	2.36	3.20	2.58	1.56	1.35	1.96
1-person	4.01	3.88	9.3	.94	1.14	2.54	5.00	3.73	1.77	1.87	1.67
2 or more persons	3.42	4.69	6.9	.83	1.15	2.36	3.15	2.55	1.56	1.34	1.97
Under $2,000	3.32	4.33	8.8	.82	1.13	2.24	3.20	2.79	1.29	1.08	1.96
$2 - 3,000	3.37	4.50	6.2	.77	1.25	1.80	2.63	2.74	1.46	.75	1.99
$3 - 4,000	3.32	4.50	6.5	.86	1.25	2.46	2.97	2.35	1.56	1.11	2.27
$4 - 5,000	3.25	4.53	6.7	.82	1.26	2.37	2.89	2.27	1.48	1.15	2.03
$5 - 6,000	3.56	4.71	7.3	.82	1.20	2.31	3.17	2.36	1.69	1.20	1.86
$6 - 8,000	3.51	4.97	6.9	.84	1.08	2.55	3.05	2.35	1.66	1.38	2.01
$8 - 10,000	3.44	4.50	6.8	.89	1.15	2.27	3.11	2.91	1.72	2.18	1.86
$10,000 and over	3.58	5.24	7.8	.86	.89	2.42	4.20	3.32	1.51	1.95	1.49
South											
All households	2.94	3.65	7.3	.93	1.93	1.84	2.59	2.84	1.15	.90	1.40
1-person	3.55	3.64	9.1	1.02	2.58	2.00	4.83	5.48	1.10	1.53	1.40
2 or more persons	2.93	3.66	7.2	.93	1.91	1.84	2.51	2.76	1.15	.87	1.41
Under $2,000	2.87	2.47	5.7	.86	2.52	1.44	2.15	2.28	.94	.50	1.28
$2 - 3,000	2.83	3.07	6.7	.90	2.28	1.59	2.17	2.51	1.03	.61	1.38
$3 - 4,000	2.65	3.73	7.2	.92	1.87	1.80	2.24	2.43	1.18	.75	1.38
$4 - 5,000	3.11	4.07	7.8	.93	1.69	1.93	2.57	3.01	1.22	.93	1.59
$5 - 6,000	2.91	4.26	7.9	1.02	1.61	2.08	2.89	3.23	1.11	1.09	1.52
$6 - 8,000	3.19	4.83	8.0	.94	1.28	2.28	3.28	3.23	1.61	1.30	1.40
$8 - 10,000	3.26	4.52	8.4	.97	.98	2.83	2.59	2.70	1.14	1.74	1.40
$10,000 and over	3.47	4.54	11.0	1.15	1.53	2.54	4.21	4.35	1.62	3.01	1.51
West											
All households	3.29	4.63	7.4	.89	1.29	2.18	3.27	2.82	1.41	1.24	1.50
1-person	3.00	4.26	7.0	.95	1.40	1.87	3.72	3.68	1.59	1.71	1.05
2 or more persons	3.30	4.64	7.4	.88	1.29	2.19	3.25	2.78	1.41	1.22	1.51
Under $2,000	2.62	4.01	7.6	.88	1.13	2.13	3.21	3.23	1.23	.67	1.61
$2 - 3,000	2.52	3.71	7.8	.85	1.70	1.96	2.52	2.68	1.40	.68	1.59
$3 - 4,000	3.31	4.55	7.3	.90	1.63	2.10	2.29	2.23	1.45	1.06	1.61
$4 - 5,000	3.03	4.85	6.9	.90	1.30	2.16	3.01	2.63	1.31	1.15	1.43
$5 - 6,000	3.47	4.78	7.3	.84	1.08	2.23	3.09	2.53	1.66	1.21	1.48
$6 - 8,000	3.18	4.83	7.6	.89	1.33	2.40	4.01	3.14	1.57	1.58	1.59
$8 - 10,000	3.82	4.76	8.8	1.04	.93	2.25	3.33	3.26	1.59	1.40	1.04
$10,000 and over	4.36	5.00	7.9	.92	1.06	2.31	5.27	3.32	1.15	1.68	1.56

1/ Based on data from 1955 Survey of Household Food Consumption.
2/ Milk equivalent, nutrient basis.
3/ Including butter.
4/ Excluding potatoes and sweetpotatoes. Including quantities canned or frozen at home.
5/ Commercially processed. Excluding canned juices.
6/ Including, on a single-strength basis, commercially processed fresh, frozen, canned, and powdered juices.
7/ Including fresh and processed, on a product weight basis.

For the flour and cereal products group, the per person rate in the South was twice that of the Northeast. Southern urban households with incomes under $1,000 used about 3 pounds of flour and cereals per person. The rate diminished with higher income. In contrast, use of commercial baked goods rose from 1.3 pounds per person for that lowest income group to 2.8 pounds for the $8-10,000 income group. The latter is the highest rate for any group of households for which survey data have been tabulated.

Variations in average consumption and expenditure rates among regions are due to many factors. Perhaps the most important is income, but the consumption of alternative foods, price relationships, differences in family size and composition, and other influences such as employment of homemakers and education also enter in. Appraisal of the significance of these factors must be delayed until the necessary research, which is now under way in ARS and AMS, has been completed.

How consumption patterns vary at different income levels is illustrated by the meat figures for north central urban households of 2 or more. Households with incomes under $2,000 used equal amounts of beef and veal combined and of pork -- 1.4 pounds per person. At the $4-6,000 income level the average rates were 1.6 pounds of beef and veal and 1.2 pounds of pork; in the $8-10,000 group, 1.8 pounds of beef and veal and 1.1 pounds of pork. These figures appear to indicate that people in this region prefer to buy more beef and veal when they have higher incomes.

Per person use of fluid whole milk by upper income households was definitely higher than by lower income groups. But households with incomes of $8-10,000 used somewhat less than those in the $6-8,000 category because of fewer young children.

Quantities of particular foods consumed by urban households at any one income level vary less from region to region than expenditure rates, apparently because of offsetting differences in quality and marketing services purchased and in price. 6/ For example, consumption of all meats per person in a week of spring 1955 by urban households with $4-5,000 incomes were 3.0 pounds in the West, 3.1 pounds in the Northeast and South, and 3.2 pounds in the North Central Region, while meat expenditures per person for the same households varied from $1.71 in the South to $2.14 in the Northeast. Regional variations in patterns of both meat consumption and expense by kinds of meats are even greater for this same middle income group.

6/ Sampling variations complicate such comparisons, but they are minimized in the heavily populated middle income groups.

The following figures for the same group of households' use of butter and margarine show how strikingly different consumption patterns are among the four regions. The figures are in pounds per person.

	U. S.	Northeast	North central	South	West
Butter	0.17	0.22	0.19	0.23	0.10
Margarine	.21	.15	.20	.29	.31

Regional differences in use of bakery and cereal products are illustrated by the following data for the same group of households, again in pounds per person:

	U. S.	Northeast	North central	South	West
Flour	0.39	0.14	0.47	0.71	0.47
Prepared flour mixes	.21	.16	.23	.22	.32
Bread	1.54	1.51	1.68	1.32	1.57
Other baked goods	.66	.69	.70	.62	.59

These data indicate significant differences in home cooking practices among the regions and also in food consumption patterns. Further light on home baking practices will be provided by a forthcoming report from the 1955 survey.

Future Prospects for the Urban Food Market

There is every expectation that the urban market will become much larger, both absolutely and relatively, for these reasons:

1. Population growth.- According to estimates made by the U. S. Bureau of the Census, the population of this country will reach at least 207 million and perhaps as many as 228 million people by 1975, compared with 167 million on January 1, 1957. This country will become more and more urbanized. Net migration off farms will very probably continue.

2. Income growth.- Disposable real income in 1975 may average around $2,500 per person, [7] $800 above the 1956 level. Income in urban areas is likely to remain above that in rural areas (particularly those of farm people) and fewer people will be at the lower levels.

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[7] See "The Long Run Demand for Farm Products" by Rex F. Daly in Agricultural Economics Research, July 1956 (Vol. VIII, No. 3). Income projections have been converted to 1956 dollar terms.

Increased urban demand for food is bound to accompany the growth in both urban population and purchasing power. The expansion will be reflected both in demand for raw foodstuffs as produced by farmers and in payments for marketing services sold with food to consumers.

Some of the expected increase in demand for farm food commodities will take the form of heavier buying of the higher priced foods (particularly those to which social prestige is associated)--higher quality commodities, such as Choice grade beef or lean pork, which require larger inputs of resources by farmers. Consumption per person of foods such as potatoes and those processed from grain may well continue to trend downward, though possibly at a slower rate than in the past.

The likely growth in the demand for marketing services associated with food will result in part from increasing specialization in producing areas far from the core of urban markets. With the growth of population in urban areas, more marketing time and effort will be required. The shift of food preparation from the household kitchen to the factory is likely to continue. A further increase can also be expected both in the proportion of urban people eating meals away from home and in the frequency of eating away from home.

Notes for Marketing Researchers on the Analysis of Urban Food Consumption Patterns

This section is designed to assist marketing researchers in their statistical analysis of the mass of data from the first 5 survey reports. [8] It will be concerned with (1) analyses of relationships between income and expenditures for major foods and (2) problems in comparison of survey data and per capita consumption data.

Analysis of Relationships between Income and Expenditures for Major Foods

A useful approach to the marketing implications of the 1955 survey data on urban households' food buying is to examine in considerable detail the data showing relationships between family income and outlays for major foods. An elaborate statistical job on income-food expenditure and income-food consumption relationships is now in process and probably will be published this summer by the Market Development Branch of AMS. But some remarkable differences by region are already apparent. For example, comparing households grouped by income below the $5,000 level, much less increase with income was found in per person outlays for meat by households in the North Central Region than in the Northeast.

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[8] 1955 Household Food Consumption Survey, Reports 1-5.

For dairy products, excluding butter, a very sharp upswing in expenditures per person occurs with higher incomes by southern urban households. The patterns for the other three regions are much closer among income groups, allowing for probable sampling errors in the West. (Such sampling difficulties with the West have been experienced by other surveys and by the censuses as well.)

Preliminary study of the poultry and egg data indicates that the two must be separated for analytical purposes, probably because poultry is so much closer to meat in household use than eggs.

Fruit expenditures of urban households in the South increased as sharply with income as did those for dairy products. The underlying factors have not yet been determined.

On the other hand, urban households of the several regions reacted to income in their expenditures per person for sugar and sweets in much the same way.

Study of the details of meat expenditures in the Northeast provides an example of what the survey data reveal and what their implications are. For the commodity group as a whole, the rise in expenditures per household is rather sharp up to the $5-6,000 class, then tends to level off in the highest income groups. A comparable examination of some of the individual meat components indicates wide variations in income -expenditure relationships.

For steak, expenditures per urban household in the Northeast increased with income much more than beef roasts and ground beef. The rate of increased outlays for beef roasts diminished with each higher step of family income. Purchases of ground beef increased with income level up to the $4-5,000 group then held fairly constant for higher income groups.

Similar variations in income-expenditure relationships appear among the pork cuts. Expenditures for cured ham rose very sharply with income, up to the highest income group. Next in responsiveness to income, among the more important cuts, came pork chops. Outlays per household for bacon, rose with income up to the middle income groups then fell off. The relationships for other items will be of interest to research people but they are not explored here for reasons of time and space.

A more detailed review of a few other commodities will emphasize still more the possible differences in income-expenditure patterns between a major commodity group and its components:

For dairy products (excluding butter) purchased by northeastern urban households, average outlays run larger at higher income levels. An examination of the data for fluid whole milk reveals that expenditures tend to rise fairly sharply with income to the $4-5,000 class and then trend down. In contrast, outlays for cheese other than cottage cheese tended to rise with income, across the income range.

For cereals and bakery products, outlays rose generally with income up to the $3-4,000 level before leveling off. Within these groups, expenditures for bread followed a similar pattern, but those of several other cereals and bakery products varied. For example, outlays for pre-mixed flours stepped up woth each higher income group as far as the $8-10,000 level before declining. Cracker buying reached a plateau at the $6-8,000 level. For white flour average expenditures of northeastern urban households fluctuated rather widely up to the $8-10,000 level.

Comparison of Three Sets of Survey Data and Per Capita Consumption Data

Surveys of household food consumption are primarily useful to market researchers because they provide information on patterns of consumption by groups of households. Differences in average consumption rates between surveys indicate changes in consumption by households through time, but they are unlikely to match changes in annual per capita consumption estimates for the U.S. civilian population for very good reasons.

In the first place, most of the per capita consumption data are on an annual basis. Although quarterly estimates are prepared for a number of foods, they are less reliable because of seasonal changes in stocks outside reported positions and because of lack of precision in quarterly reporting both of noncivilian takings and of production. Second, these consumption data, often called disappearance data, measure total flows of food into civilian distribution (including supplies for households and for eating places of all kinds--restaurants, school lunches, institutions) and, for some foods, into further processing. Extensive research has indicated that no data are available for use in estimating the distribution even of major foods between household consumption and nonhousehold consumption. For all foods combined, estimates have been built up from census data for 1939 and 1948, but not for 1954 because of lack of reporting by merchandise line. 9/

9/ "Distribution of the Food Supply in the United States, " Agricultural Economics Research, Vol. IV, No. 3, July 1952.

Second, changes in urban household consumption rates do not indicate changes in consumption by all households. The 1942 and 1955 surveys covered all urban and rural households, but the 1948 survey sampled only urban households of 2 or more persons. Accordingly, there was no check on changes in rural consumption rates during the period of major population shifts.

Third, abnormal market conditions in the springs of 1942 and 1948 apparently affected household consumption more than all U.S. civilian consumption and caused greater differences from 1955 average rates for some foods than the disappearance data indicate. The survey period April-June 1942 came after Pearl Harbor and after the institution of General Maximum Price Controls. Retail food prices during these months averaged 20 percent above a year earlier. Noncivilian demands for foods were upsetting usual flows into civilian distribution at the same time that civilian purchasing power was booming. With the population on the move, more people were eating out. Housewives were having food shopping problems, and the share of food supplies going into household consumption was probably reduced for some foods. Moreover, close reading of the text and tables in Miscellaneous Publication No. 550, _Family Food Consumption in the United States_, reveals the difficult problems encountered in making the Survey of Spending and Saving in Wartime, the first random sample survey. Adjustments were made for a few items to bring consumption into line with purchases, as described on page 136 of the text.

By the spring of 1948, retail food prices had risen almost 50 percent from 2 years earlier; 12 percent since a year earlier. The upward pressure on prices of such foods as meats indicates the difficulties housewives were facing as they shopped. But there is no adequate measure of relative flows of all foods or of major items into retail stores for household buying during the survey period.

In the spring of 1955, large supplies of most foods were available for purchase for home consumption. Prices were generally stable.

All these reservations do not detract from the value of such one time, cross-section surveys for marketing research. They are the only source of data showing variation in consumption of all foods by family income and by urbanization. Such data on patterns of consumption are much more valuable for marketing analyses than averages. For example, the February 1957 issue of the _National Food Situation_ contained on pages 59-62 a preliminary analysis of shifts in consumption of butter and margarine. The article on meat consumption patterns in this issue also takes up the problem of comparisons.

Flours and bakery products provide a real opportunity for analysis of changes in consumption patterns because consumption of these commodities was not restricted by supplies in any of the 3 survey periods. Average consumption rates per person for these foods in urban households taken from the survey reports are given in table 8. Being urban rates only, they exclude changes in the rural segment of the market and the effect of rural-urban shifts.

Table 8.- Consumption per person of cereal products in urban households of 2 or more in a week, spring 1942, 1948, 1955

Item	Pounds per person in a week		
	1942	1948	1955
Flour	) 0.66 (	0.59	0.44
Prepared flour mixes	) (	.09	.19
Cornmeal	.12	.14	.11
Total	.78	.82	.74
Bread	1.85	1.80	1.49
Other bakery products	.64	.60	.67
Total, product weight	2.49	2.40	2.16
Approximate flour content 1/	1.50	1.46	1.29
All flour and cornmeal, approximate total	2.28	2.28	2.03
All flour, approximate total	2.16	2.14	1.92

1/ Using 64 percent for bread and 50 percent for other baked goods.

These figures indicate that urban households' use of flour and meal in the spring of 1955 was 11 percent less than in spring 1942. For all U. S. households the per person rate was 16 percent lower. The U. S. annual disappearance data show a 21 percent decline from 1942 to 1955. The difference between the urban and all U. S. household rates of change comes partly from shift of population off farms where total flour consumption per person runs much higher and partly from a 33 percent drop in flour consumption per person by rural nonfarm households. Farm use declined only 10 percent. Four factors in particular must be noted as entering into the difference between the 21 percent and the 16 percent declines indicated by the two measures for all urbanizations: (1) Possible variation in rates of disappearance between the spring quarter and the year, (2) changes in nonhousehold use, (3) roughness of the conversion factors used to derive flour content of bakery products, and (4) possible errors in either or both measures.

A matter of considerable importance in estimating future demand is whether the patterns of urban use of flour and meal as such and of bakery products changed from 1942 to 1948 to 1955. Preliminary study of the relationships of the per person rates of consumption for these two groups of products to family income (after adjusting the 1941 and 1947 average dollar incomes to a 1954 dollar basis) has shown that:

(1) The patterns of relationships between income and consumption (i.e. income-consumption curves) for each of these two groups were quite similar up to the highest income levels.

(2) The level of consumption of baked goods was definitely lower up to the $6,000 income point in 1955 than in 1942 and 1948.

(3) The 1955 rates of use for the flour group ran close to those of earlier years for each income group above $2,000.

(4) The changes in the average or composite rates of urban consumption given in table 8 reflect changes in the distribution of the urban population by income. There are now relatively more people at income levels for which the consumption of flours and meal is low and for which consumption of baked goods is high.

(5) The 3 sets of survey data indicate a definite leveling off in consumption of baked goods by high income groups.

(6) While the 1948 survey data showed that the decrease in the consumption of flour and meal leveled off at the highest income group, further decrease is indicated by the 1955 survey data.

From these sets of survey data, it appears that if during coming years of rising income, urban families follow the present lead of higher income households, some further decreases in per capita use of flour (and meal) in total appear likely. Moreover, the situation would be aggravated, from the wheat farmers' and millers' point of view, by farm-urban population shifts and the apparent downtrend in rural consumption rates for flour and meal in various forms.

FOOD CONSUMPTION IN THE NORTH CENTRAL REGION 1/

The food market in the North Central Region typifies the total food market in the United States. This region, extending from North Dakota south to Kansas and east to Ohio, is the most representative section of the country in terms of those characteristics that influence expenditures for food. Personal income per person, distribution of families according to income, and distribution of families among urbanization categories 2/ are similar in the North Central Region and the U. S. as a whole. As a result, the region has the same share of the U. S. food market as it has of the total population. Details of food consumption and expenditure patterns reviewed in this article are based on the recently published results of the 1955 Survey of Household Food Consumption. 3/

Table 9.- North Central Region's share of U. S. population, personal income and food market; and distribution of households by urbanizations, 1955

Characteristic	North Central's share of United States total	Urbanization	North Central distribution	United States distribution
	Percent		Percent	Percent
Population 1/	30	Urban	60	62
Income 1/	31	Rural nonfarm		
Food market 2/	32	Farm	14	11

1/ Survey of Current Business, August 1956.
2/ Derived from 1955 Household Food Consumption Survey Reports No. 1 and 3, Food Consumption of Households in the United States, U. S. Department of Agriculture, Washington, D. C.

Factors Affecting Family Expenditures for Food

Family income, family size, and degree of urbanization of the place in which the family lives are major factors influencing food expenditures.

1/ By Robert J. Lavell, Statistical and Historical Research Branch, AMS.

2/ In the 1955 Household Food Consumption Survey, households were classified according to Bureau of Census classifications: Urban, if the household was in a place 2,500 or more persons, or in the fringe area around large cities; rural nonfarm, if the community was smaller, or the household was in open country and the head was not a farm operator; and farm operator households in rural areas.

3/ Reports No. 1-5, Food Consumption of Households in the United States, Northeast, North Central Region, South, and West, U. S. Department of Agriculture, Washington, D. C. See also "Food Consumption in the South," National Food Situation, NFS-79, February 1957

Relation of Degree of Urbanization to Expenditures for Food

According to the 1955 survey, urban families of two or more persons spent an average of $32.89 for food during the survey week. Rural nonfarm families spent $25.48, and farm families $17.90 [4] These figures include expenditures for food used at home and for food away from home.

Differences in average expenditures for food used at home resulted in large part from variations in amounts of home-produced food available. Over 40 percent of the food used by north central farm families, measured in terms of money value, was home-produced. [5] Rural nonfarm families home-produced about 7 percent of their food, and urban families less than 1 percent.

More than 8 out of 10 urban families reported some expenditure for food away from home during the survey week. Seven out of every 10 rural nonfarm families and between 6 and 7 out of every 10 farm families reported such expenditures. Not only a greater proportion of urban families ate out, but they also spent more, on the average.

Differences in distribution of money income also affected food expenditures. The 3 urbanization groups had the following 1954 money income distributions:

Income (dollars)	Urban (percentage of families)	Rural nonfarm (percentage of families)	Farm (percentage of families)
Under $2,000	6	17	30
2 - 4,000	23	31	31
4 - 6,000	37	32	25
6,000 and over	34	20	14

Almost 6 times as many urban families had money incomes over $6,000 as had incomes of less than $2,000, but only half as many farm families were in the top income group as were in the bottom. This concentration of farm families in the low income group resulted in lower average food expenditures than can be explained by the greater amount of home-produced food used and the smaller expenditures for food away from home.

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[4] Total expense for food and beverages less expense for alcoholic beverages used at home.

[5] Home-produced food was valued at average prices paid for each item by other households in the same region and urbanization group.

Income as a Factor in Expenditures for Food

Survey data provide useful measures of the effect of higher incomes on food expenditures. For example, urban families of four members with incomes of less than $2,000 spent on the average about $28 for food during the survey week. The same size urban families with incomes over $10,000 spent almost $50. Of these total food expenditures, that part for food away from home increased at a greater rate than did expenditures for food at home. This was generally true for all urbanizations and all family sizes.

Money income does not exercise the same control over rural families' expenditures for food as it does for urban. In rural areas, non-money income, such as the value of housing and food received as part payment for services and the value of home-produced food, is much more prevalent and supplements money income.

Not all variations in expenditures for food by the same size families in the same urbanization group are caused by difference in current income. Other financial circumstances, such as past income, liquid assets, and expected income, besides tastes and habits, also affect expenditures for food. But the effect of these characteristics cannot be measured by data from this survey.

Relation of Family Size to Expenditures for Food

The 1955 survey revealed that average family size was larger in successively higher income groups in each urbanization in the North Central Region. 6/ Therefore, the increased expenditures for food associated with larger families were partly due to the larger incomes. Within any one income group each additional person did not increase food expenditures in proportion to the increase in family size. Tending to cut down on food expense for the additional person were budget limitations, economies of scale in food buying and preparation, and the fact that larger families generally had more children who did not eat as much or as expensive food.

Allocation of Food Dollars to Commodities

Consumers buy particular items of food according to their needs, tastes, and ability to pay. The share of the consumer's food dollar spent on each commodity according to family size, urbanization, and income, gives clues to future demand as these factors change. Data from the 1955 survey concerning allocation of food dollars to major items are tabulated in table 10.

6/ Families with higher income often have more earners.

Table 10.- Shares of major foods and food groups in food expense for home use, households of 2 or more persons, North Central Region, by urbanization, in a week, spring 1955 1/

Food group	Urban	Rural nonfarm	Farm
	Percent	Percent	Percent
Total meat	27.0	25.8	17.9
Beef	12.1	11.3	5.6
Pork	9.5	9.7	6.8
Chicken	4.2	2.9	1.2
Eggs	3.5	3.2	1.1
Fresh vegetables	5.3	3.8	3.6
Fresh fruits	5.0	4.7	6.7
Frozen fruits and vegetables	1.1	.6	.5
Canned fruits and vegetables	4.1	3.8	4.5
Fruit and vegetable juices	1.8	1.5	1.5
Potatoes 2/	2.4	2.7	3.7
Total milk and milk products 3/	15.0	16.4	12.6
Fluid whole milk	8.5	10.0	4.0
Flour and cereal products	3.0	4.7	7.8
Prepared mixes	.8	1.1	1.3
Bakery goods	7.4	8.0	9.4
Fats and oils 4/	4.2	5.1	7.4
Sugar and sweets	2.8	3.3	6.1

1/ From 1955 Household Food Consumption Survey, Report No. 3.
2/ Includes small amounts of sweetpotatoes.
3/ Excludes butter.
4/ Includes butter.

Meat, poultry, and fish took the largest share of the food dollar. On the average, 33 cents out of every dollar spent for food for home use by urban households went for these commodities; 31 cents out of every dollar were spent by rural nonfarm households; and only 21 cents by farm households, largely because of home production. About 12 of the 33 cents spent by urban households were for beef, 9-1/2 cents for pork, and a little over 4 cents for chicken. Urban households in the higher income groups tended to spend a greater proportion of their food dollars for beef and less for pork. The proportions of rural nonfarm food dollars spent for beef and for pork were about the same as urban, but purchases of chicken took less than 3 cents out of every dollar, on the average. Farm households spent only 5-1/2 cents out of every dollar for beef and about 7 cents for pork, on the average, and a little over 1 cent for chicken.

Farm households produced nearly all the eggs they ate. They spent, on the average, barely 1 cent out of every dollar on eggs, while in urban and rural nonfarm households, the egg share was between 3 and 4 cents.

All fruits and vegetables combined, excluding potatoes and sweetpotatoes, accounted for the second largest share of the food dollar. One-sixth of expenditures for food at home was spent for such commodities. About 10 cents out of every dollar was spent for fresh fruits and vegetables and 7 cents for processed. An additional 2 to 4 cents more was spent on potatoes.

Milk and milk products 7/ accounted for almost as much of the food dollar as fruits and vegetables. On the average, urban households spent 15 cents out of every food dollar on these items -- 8-1/2 cents on fluid whole milk alone. Farm households spent less for these commodities because they produced so much of the milk they used.

Farm households still do more home-baking than rural nonfarm or urban. Because the major ingredients, flour, shortening , and sugar, generally are not home-produced, they account for a much larger share of the farm food dollar than they do in nonfarm households. But all urbanization groups spent more nearly the same share of their food dollars for bakery goods.

Patterns of Consumption of Major Food Commodities

Relative importance of expenditures for each commodity reflects the net result of quality and marketing services included as well as quantity purchased. Consumers may pay higher prices for better quality or for more services, and the dollar outlay will vary though the quantity purchased remains the same.

Consumption rates for individual food items, including the total quantity of food used per person regardless of whether it was purchased or home-produced, give another basis for anticipating future demand. (Table 11.)

7/ Excluding butter.

Table 11.- Consumption per person of selected foods and food groups, households of 2 or more persons, North Central Region, by urbanization and by income, in a week, spring 1955 1/

Food item and urbanization	1954 family income after income taxes								
	All	Under $2,000	$2-3,000	$3-4,000	$4-5,000	$5-6,000	$6-8,000	$8-10,000	$10,000 and over
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Total meat									
Urban	3.42	3.32	3.37	3.22	3.25	3.56	3.51	3.44	3.58
Rural nonfarm	3.19	2.51	3.16	2.96	3.21	3.53	(. . . .	3.12	. . . .)
Farm	3.45	3.09	3.37	3.34	3.77	3.46	(. . . .	3.77	. . . .)
Beef									
Urban	1.53	1.30	1.37	1.44	1.41	1.67	1.53	1.70	1.67
Rural nonfarm	1.43	.91	1.39	1.31	1.53	1.40	(. . . .	1.48	. . . .)
Home-produced	.10	.13	.05	.14	.09	0	(. . . .	.12	. . . .)
Farm	1.61	1.42	1.55	1.53	1.75	1.60	(. . . .	1.73	. . . .)
Home-produced	1.10	.89	1.08	1.12	1.25	.90	(. . . .	1.22	. . . .)
Pork									
Urban	1.21	1.38	1.29	1.16	1.18	1.23	1.36	1.08	1.08
Rural nonfarm	1.15	1.14	1.16	1.10	1.10	1.15	(. . . .	1.17	. . . .)
Home-produced	.09	.15	.03	.11	.08	0	(. . . .	.14	. . . .)
Farm	1.34	1.20	1.37	1.30	1.46	1.36	(. . . .	1.43	. . . .)
Home-produced	.78	.65	.78	.76	.95	.71	(. . . .	.86	. . . .)
Chicken									
Urban	.62	.71	.47	.63	.58	.70	.58	.59	.68
Rural nonfarm	.46	.67	.40	.28	.38	.49	(. . . .	.62	. . . .)
Home-produced	.06	.16	0	.10	.03	.03	(. . . .	.03	. . . .)
Farm	.62	.76	.55	.52	.54	.47	(. . . .	.84	. . . .)
Home-produced	.49	.68	.43	.37	.41	.24	(. . . .	.72	. . . .)
	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens
Eggs									
Urban	.58	.73	.52	.54	.56	.61	.58	.57	.65
Rural nonfarm	.59	.62	.67	.59	.55	.56	(. . . .	.55	. . . .)
Home-produced	.06	.15	.02	.12	.04	0	(. . . .	.01	. . . .)
Farm	.78	.85	.80	.86	.75	.71	(. . . .	.68	. . . .)
Home-produced	.64	.74	.61	.71	.61	.54	(. . . .	.60	. . . .)
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Fresh vegetables									
Urban	2.55	2.79	2.74	2.36	2.27	2.36	2.35	2.91	3.32
Rural nonfarm	2.12	2.07	2.22	1.71	2.15	2.30	(. . . .	2.21	. . . .)
Home-produced	.60	.87	.51	.59	.54	.53	(. . . .	.43	. . . .)
Farm	2.42	2.93	2.18	2.24	2.39	2.25	(. . . .	2.04	. . . .)
Home-produced	1.35	1.98	1.28	1.16	1.03	1.02	(. . . .	.95	. . . .)
Fresh fruits									
Urban	3.15	3.20	2.63	2.97	2.89	3.17	3.05	3.11	4.20
Rural nonfarm	3.13	2.40	3.64	2.99	2.60	2.96	(. . . .	3.95	. . . .)
Home-produced	.48	.68	.45	.63	.32	.22	(. . . .	.68	. . . .)
Farm	3.55	3.52	3.63	3.46	3.48	3.63	(. . . .	3.37	. . . .)
Home-produced	1.06	1.25	1.19	1.02	.79	.89	(. . . .	.83	. . . .)
Frozen fruits and vegetables									
Urban	.23	.14	.07	.17	.17	.22	.30	.30	.48
Rural nonfarm	.09	.04	.06	.08	.09	.14	(. . . .	.12	. . . .)
Farm	.06	.04	.04	.09	.05	.03	(. . . .	.06	. . . .)

See footnotes on next page.

Continued -

Table 11.- Consumption per person of selected foods and food groups, households of 2 or more persons, North Central Region, by urbanization and by income, in a week, spring 1955 1/ - continued

Food item and urbanization	1954 family income after income taxes								
	All	Under $2,000	$2-3,000	$3-4,000	$4-5,000	$5-6,000	$6-8,000	$8-10,000	$10,000 and over
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Canned fruits and vegetables									
Urban	1.56	1.29	1.46	1.56	1.48	1.69	1.66	1.72	1.52
Rural nonfarm	1.27	.95	1.23	1.09	1.40	1.50	(. . . .	1.48	. . . .)
Farm	.96	.78	.92	.83	1.00	1.14	(. . . .	1.24	. . . .)
Fruit and vegetable juices									
Urban	1.34	1.08	.75	1.11	1.15	1.20	1.38	2.18	1.95
Rural nonfarm	1.08	.81	1.11	.98	.82	1.71	(. . . .	1.26	. . . .)
Farm	.78	.76	.65	.80	.91	.78	(. . . .	.82	. . . .)
Potatoes 2/									
Urban	1.97	1.96	1.98	2.27	2.03	1.86	2.01	1.86	1.49
Rural nonfarm	2.30	2.18	2.45	2.60	2.19	2.15	(. . . .	2.29	. . . .)
Home-produced 3/	.14	.35	.09	.28	.05	.23	(. . . .	0	. . . .)
Farm	2.82	2.56	2.75	2.74	2.80	3.03	(. . . .	3.11	. . . .)
Home-produced 3/	.71	.51	.56	.65	.97	.61	(. . . .	1.22	. . . .)
	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts
Fluid whole milk									
Urban	3.38	2.56	3.22	3.32	3.38	3.51	3.67	3.09	3.46
Rural nonfarm	3.42	2.90	3.46	3.08	3.57	3.69	(. . . .	3.85	. . . .)
Home-produced	.13	.45	.03	.19	0	0	(. . . .	.11	. . . .)
Farm	4.15	4.54	4.62	3.65	4.03	4.20	(. . . .	3.82	. . . .)
Home-produced	3.25	4.05	3.92	2.69	2.81	3.03	(. . . .	2.53	. . . .)
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Flour and cereal products									
Urban	1.15	1.13	1.25	1.25	1.26	1.20	1.08	1.15	.89
Mixes	.22	.23	.19	.24	.23	.23	.21	.29	.22
Rural nonfarm	1.50	1.65	1.68	1.91	1.38	1.29	(. . . .	1.16	. . . .)
Mixes	.24	.12	.27	.25	.32	.21	(. . . .	.26	. . . .)
Farm	2.15	2.56	2.29	2.39	2.06	1.82	(. . . .	1.90	. . . .)
Mixes	.18	.16	.19	.23	.18	.20	(. . . .	.18	. . . .)
Bakery products									
Urban	2.36	2.24	1.80	2.46	2.37	2.31	2.55	2.27	2.42
Rural nonfarm	2.27	2.02	2.34	2.03	2.25	2.59	(. . . .	2.42	. . . .)
Farm	1.78	1.61	1.81	1.69	1.79	2.02	(. . . .	1.80	. . . .)
Fats and oils									
Urban	.83	.82	.77	.86	.82	.82	(.84	.89	.86
Rural nonfarm	.91	.87	1.03	.88	.91	.84	(. . . .	.92	. . . .)
Farm	.97	.99	.97	1.00	.98	.96	(. . . .	.98	. . . .)
Sugar, sweets									
Urban	1.10	1.33	1.09	1.23	1.11	1.11	1.13	1.13	.85
Rural nonfarm	1.29	1.49	1.45	1.36	1.29	.99	(. . . .	1.27	. . . .)
Farm	1.85	2.11	1.86	1.97	1.68	1.84	(. . . .	1.74	. . . .)

1/ From 1955 Household Food Consumption Survey, Report No. 3. 21 meals at home equivalent to one person.

2/ Includes small amounts of sweetpotatoes.

3/ White potatoes only.

Consumption rates for all meat combined increased with money income in each urbanization category for the North Central Region. Farm households on the average consumed meat at a greater rate than urban households even though they had a lower average money income. This came about because about two-thirds of the beef and pork consumed by farm households was home-produced. Consumption rates for beef increased with income in all urbanizations, because urban and rural nonfarm households in successively higher income groups purchased more beef, and farm households home-produced more. Consumption rates of pork decreased in urban households with successively higher incomes, and remained about the same for all rural nonfarm households. Farm households in the upper income groups used more pork per person than those in the lower income groups because home-production of pork increased with money income.

Higher consumption rates of chicken generally accompanied higher incomes. But raising chickens was also a worthwhile home-production enterprise, so farm households, in spite of lower average incomes, consumed chicken at about the same rate as urban. Patterns of consumption rates of eggs were the same as those of chicken, except that farm households used about one-third more eggs per person than urban or rural nonfarm.

Urban households consumed more fruits and vegetables per person in all forms, measured in terms of product weight, than farm or rural nonfarm households. About two-thirds of the fruits and vegetables consumed by urban and rural nonfarm households were "fresh," compared with three-fourths for farm households. This may seem to be an unduly large proportion to be consumed in fresh form at this time of the year for spring is harvest time for few vegetables in the North Central Region and even fewer fruits. But quantities reported were not entirely from current production. For the purposes of the survey, all fruits and vegetables brought into the house in fresh form were considered as consumed in fresh form, though they may have been canned or frozen or processed in some other way in the home and stored for later consumption.

Fresh vegetables were consumed at the greatest rate by urban households, with the top income groups consuming most per person and the middle income groups the least. Farm households used fresh vegetables at almost the same rate as urban, probably because they had produced over half the "fresh" vegetables in their own gardens.

Fresh fruits, on the other hand, were consumed at the greatest rate by farm households. Home production of fruit was less important than of vegetables, for one-third the fresh fruits eaten by farm households was citrus, which they had to buy. In all urbanizations, consumption rates tended to increase with income.

Urban and farm patterns of use of commercially processed fruits and vegetables were almost the reverse of the patterns of fresh use. Those groups of households that used most fresh fruits and vegetables generally used the least processed and vice versa. About half of the total processed used was canned, not counting canned juices as part of canned fruits and vegetables.

Commercially canned fruit and vegetable juices, including frozen concentrates, were consumed at 80 to 85 percent of the rate for canned fruits and vegetables in each urbanization. Frozen fruits and vegetables were used most by urban households. Almost half of the urban households reported using some frozen fruits or vegetables during the survey week, as did a fourth of the rural nonfarm and a sixth of the farm households. Consumption rates for frozen concentrated juices increased more in the upper income groups than did canned juices, and the urban rate was greater than that for the other urbanizations.

Consumption rates for potatoes [8] in urban and rural nonfarm households were highest in the middle income groups. In farm households, however, consumption per person increased all the way to the top income group, paralleling their home-production.

There was a significant difference in consumption rates of fluid whole milk according to urbanization and income categories. On the average, farm households used one-fifth more fluid whole milk per person than either urban or rural nonfarm households. But, while consumption rates of milk increased in urban and rural nonfarm households with successively higher incomes, rates decreased for farm households because home production dropped off at a faster rate than purchased milk increased.

The pattern of consumption rates for flour, other cereal products, and bakery products (combined on a product weight basis) showed only a slight decline in households above the middle income groups. But consumption rates for bakery products alone increased slightly with income in all urbanizations. Over half the flour consumed in all forms by urban households was purchased as bakery goods, about one-half for rural nonfarm, and only one-third for farm households. Prepared mixes, unlike any other commodity in this group, were consumed at about the same rate in all urbanizations and income groups of this region.

All fats and oils combined [9] were consumed at about the same rate by all households within each urbanization group regardless of income. Farm households used a bit more of these commodities per person than either urban or rural nonfarm.

Consumption rates of sugar and sweets generally declined with income in all urbanizations. Farm households consumed more of these commodities also, than did the others.

Comparison of North Central and U. S. Consumption Rates

Though this is the most representative region in the U. S. in terms of total food consumption, average consumption rates of individual foods for the region vary from the average U. S. rates. (Table 12.) North central households used more beef, milk, fresh fruits, and potatoes per person than the

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[8] Includes small amounts of sweetpotatoes.
[9] Includes butter.

Table 12.- Consumption per person of selected foods and food groups, households of 2 or more persons, North Central Region and U. S., by urbanization, in a week, spring 1955 1/

Food item and source	Urban		Rural nonfarm		Farm	
	North Central Region	United States	North Central Region	United States	North Central Region	United States
	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.
Total meat	3.42	3.18	3.19	2.81	3.45	2.83
Beef	1.53	1.34	1.43	1.10	1.61	1.17
Home-produced	---	---	.10	.05	1.10	.71
Pork	1.21	1.13	1.15	1.13	1.34	1.21
Home-produced	---	---	.09	.08	.78	.63
Chicken	.62	.69	.46	.51	.62	.61
Home-produced	---	---	.06	.07	.49	.44
Eggs (dozens)	.58	.58	.59	.60	.78	.73
Home-produced (dozens)	---	---	.06	.11	.64	.59
Fresh vegetables	2.55	2.69	2.12	2.43	2.42	2.78
Home-produced	---	---	.60	.57	1.35	1.30
Fresh fruits	3.15	2.87	3.13	2.72	3.55	2.81
Home-produced	---	---	.48	.46	1.06	1.02
Frozen fruits and vegetables	.23	.22	.09	.13	.06	.05
Canned fruits and vegetables	1.56	1.35	1.27	1.16	.96	.81
Fruit and vegetable juices	1.34	1.24	1.08	.84	.78	.61
Potatoes 2/	1.97	1.71	2.30	2.05	2.82	2.24
Home-produced 3/	---	---	.14	.17	.71	.66
Total milk and milk products (quarts) 4/	4.69	4.34	4.60	4.37	5.36	5.15
Fluid whole milk (quarts)	3.38	2.98	3.42	2.80	4.15	3.67
Home-produced (quarts)	---	---	.13	.29	3.25	3.00
Flour and other cereal products	1.15	1.28	1.50	2.14	2.15	3.07
Prepared mixes	.22	.19	.24	.19	.18	.13
Bakery goods	2.36	2.16	2.27	1.96	1.78	1.44
Fats and oils 5/	.83	.82	.91	.94	.97	1.06
Sugar, sweets	1.10	1.07	1.29	1.34	1.85	1.79

1/ From 1955 Household Food Consumption Survey, Reports No. 1 and 3. 21 meals at home equivalent to one person.

2/ Includes small amounts of sweetpotatoes.

3/ White potatoes only.

4/ In terms of fluid whole milk on the basis of calcium content. Excludes butter.

5/ Includes butter.

average U. S. rate, but less fresh vegetables. These differences generally reflect the local supply situation. The North Central Region is a surplus supply area for meat and milk, but a deficit area for vegetables in the spring.

Recent Changes in North Central Rural Patterns

Rising incomes throughout the country and changing family living habits have been accompanied by changes in kinds and amounts of food eaten and purchased by households. 10/ Comparison of data for rural households on consumption per person of major food groups for 1952 and 1955 is presented in table 13.

For farm households, the consumption rate of meat, poultry, and fish combined was 0.6 pounds per person higher during the 1955 survey week. About half the increase came from home-production, and half from increased purchases. Beef accounted for most of the increase in both home-production and purchases. More luncheon meat and more poultry were purchased in 1955, and more poultry was home-produced in the latter year. 11/

Except for the flour and other cereal group, changes in other consumption rates were minor. Normally, changes in the consumption rate for flour are opposite to those for meat, decreasing as income increases. But from 1952 to 1955 consumption rates for both meat and flour increased. Flour purchased as such was responsible for most of the increase, but consumption of flour mixes also increased.

Changes in consumption rates of rural nonfarm households were fully as marked as those of farm households. Rural nonfarm households shared in the general increase in consumption of meat, and they also increased their consumption of fruits and vegetables.

10/ "Trends in Farm Family Food Practices." Talk by M. Orshansky at the Annual Agricultural Outlook Conference, Washington, D. C. November 27, 1956.

11/ Food Consumption and Dietary Levels of Rural Families in the North Central Region, 1952. M. Orshansky, C. LeBovit, E. C. Blake, and M. A. Moss. U. S. Dept. of Agr., Agr. Inform. Bul. 157 (in press).

Table 13.- Consumption per person of selected food groups, by source, farm and rural nonfarm households of 2 or more persons, North Central Region, in a week, spring 1952 and 1955 1/

Urbanization, source, year	Meat, poultry, fish	Milk and products 2/	Eggs	All fruit, vegetables	Potatoes 3/	Bakery goods	Flour and cereals	Fats and oils 4/	Sugar, sweets
	Lb.	Qt.	Doz.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.
Farm									
Purchased									
1952	1.5	1.6	0.1	4.6	1.6	1.9	1.6	0.6	1.5
1955	1.7	1.8	.1	5.2	2.1	1.8	2.1	.7	1.6
Home-produced									
1952	2.2	3.9	.6	2.9	1.2	---	---	.3	---
1955	2.5	3.5	.6	2.4	.7	---	---	.2	.2
Total 5/									
1952	3.8	5.5	.8	7.8	2.8	1.9	1.6	.9	1.8
1955	4.4	5.4	.8	7.9	2.8	1.8	2.2	1.0	1.9
Rural nonfarm									
Purchased									
1952	2.8	4.0	.5	5.4	1.7	2.1	1.3	.7	1.3
1955	3.5	4.4	.5	6.3	2.1	2.3	1.5	.9	1.2
Home-produced									
1952	.3	.3	.1	1.6	.3	---	---	---	---
1955	.3	.1	.1	1.1	.1	---	---	---	.1
Total 5/									
1952	3.4	4.5	.6	7.2	2.1	2.1	1.3	.8	1.5
1955	4.1	4.6	.6	7.8	2.3	2.3	1.5	.9	1.3

1/ 1952 data published in Agricultural Outlook Charts, 1956, U. S. Department of Agriculture, Washington, D. C. 1955 data from 1955 Household Food Consumption Survey, Report No. 3. 21 meals at home equivalent to one person.

2/ In terms of fluid whole milk on the basis of calcium content. Excludes butter.

3/ Includes small amounts of sweetpotatoes.

4/ Includes butter.

5/ Includes food received as gift or pay in addition to purchased food and home-produced food.

A REVIEW OF 1955 SURVEY DATA ON HOUSEHOLD MEAT CONSUMPTION 1/

Meat, the most popular main dish of American meals, accounted for one-quarter of the household food outlays in spring 1955. 2/ It held a big edge over its nearest competitor, dairy products, which took 17 percent. Cereals and bakery products, vegetables, poultry and eggs, and fruits followed in importance. These data were reported by the households surveyed for the USDA in a nation-wide food consumption survey in the spring of 1955, the results of which were recently published. 3/

Data from this survey also reveal that meat accounted for about two-thirds of the amount spent for main dish items--meat, poultry, eggs, cheese, and seafood. Poultry and eggs came next in importance.

Meat held first place in all of the regions, but outlays ranged from 27 percent of the total expense for food for home use in the Northeast to 23 percent for the South. Urban households allocated more of their at-home food dollars to meat than rural households. Table 14 shows the shares of the food dollar allocated to meat by households in regional and urbanization groupings.

These figures on dollar outlays for meat cover only that part of meat consumption which was purchased, thus excluding supplies produced for home use, as by farm households. Including the meat home produced or received as gift or pay, meat's share of the money value of all food used in farm households was 22 percent as compared with 19 percent on a purchased basis. 4/ In the other urbanization groups, non-purchased meats did not play a very important role (table 14).

1/ By Thomas J. Lanahan, Jr., Statistical and Historical Research Branch, AMS.

2/ Household food includes all food (except alcoholic beverages) served to household members in the home (including guests, boarders and hired help) and food carried from home in packed meals. Meals and snacks purchased and eaten away from home are excluded.

3/ 1955 Household Food Consumption Survey Reports No. 1-5, Food Consumption of Households in the United States and in the Northeast, North Central Region, South and West. Single copies are available from the Office of Information, USDA, Washington 25, D. C. Also see summary, "Consumption of Meat by Residence and Income of Families, Spring of 1955," The Livestock and Meat Situation, LMS-88, March 6, 1957.

4/ Quantities of foods received without direct expense, i.e. home produced or received as gift or pay, were valued at the average prices paid by households in the same urbanization-region group for similar items.

Table 14.- Meat's share of the money value of purchased foods only and of all food used at home, by region and urbanization, all households, in a week, spring 1955 1/

Region	Percent of expense for purchased food only				Percent of money value of all food 2/			
	All households	Urban	Rural nonfarm	Farm	All households	Urban	Rural nonfarm	Farm
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
United States	25.3	26.3	24.6	18.7	24.7	25.9	23.4	21.8
Northeast	26.8	27.1	26.3	22.4	26.1	26.7	24.5	24.7
North Central	25.6	26.6	25.8	18.1	25.6	26.1	25.4	24.2
South	23.0	24.7	21.9	18.4	22.0	24.4	20.5	18.5
West	25.4	25.8	26.0	17.9	25.1	25.4	25.4	22.5

1/ Based on data for food used at home, excluding alcoholic beverages, from 1955 Household Food Consumption Survey.

2/ Includes food from all sources, whether purchased, home-produced, or received as gift or pay.

Table 15.- Regional distribution of U. S. household market for all food, meat, poultry, and fish and of household population, in a week, spring 1955 1/

Item	United States	Northeast	North Central Region	South	West
	Percent	Percent	Percent	Percent	Percent
Distribution of household market for all food 2/	100	30	33	24	13
Total meat	100	32	33	22	13
Beef	100	33	34	18	15
Veal	100	49	26	15	10
Pork	100	27	34	28	11
Lamb and mutton	100	58	19	6	17
Other 3/	100	31	35	22	12
Poultry	100	35	28	26	11
Fish and shellfish	100	39	25	25	11
Distribution of household population	100	27	31	31	11

1/ Calculated from data of 1955 Household Food Consumption Survey.

2/ Based on the amount of money reported spent by households for food at home less alcoholic beverages.

3/ Includes variety meats, game, and luncheon meats.

4/ Based on the number of equivalent persons (21 meals at home equivalent to one person) in housekeeping households, those in which at least one person had 10 or more meals from household food supplies in the seven days preceding the survey interview.

Distribution of Household Meat Market by Region

Households in the North Central Region and in the Northeast accounted for about 1/3 each of the total amount spent by households for meat in spring 1955. The South's meat expenditures accounted for 22 percent and the West 13 percent (table 15). Each region's share of the national household market for meat differed little from that for all food purchased for use at home, but rather large differences appeared among the various kinds of meat.

In the distribution of the beef market, compared with all meat, the West accounted for a greater share and the South a smaller share. Pork showed quite a different picture. The South took a much larger share while the Northeast and West were relatively less important.

These variations in shares of the commercial meat market attributed to each region arise from: (1) differences in the relative number of households and in average household size in each region, (2) differences in meat consumption rates, (3) proportion of purchased meat consumed and (4) the prices paid for meat.

Differences in purchase rates among the regions sometimes caused greater variations in their share of the total market than indicated on the basis of population. For example, about 27 percent of the household population was in the Northeast, but their lamb and mutton consumption rate was high enough to raise their share to over half of the total lamb and mutton market. On the other hand, the South had 31 percent of the household population sampled, but their beef expenditures accounted for only 18 percent of the total beef market.

Variations in Household Meat Consumption

The first five survey reports provide a mass of detail about how much of each kind and major cut of meat was consumed during a week in spring 1955 by households, grouped in several ways (e.g. by region, urbanization group and income). Because of the variations in household size among these groupings, the published figures on a household basis have been converted to a per person rate for this article. 5/

For the country as a whole, beef was the most important meat used in households in the spring of 1955, whether measured in terms of pounds used (table 16) or on a money value basis. It made up about

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5/ These were computed by dividing the averages per household (published in report tables 4-22) by the average household size for the particular group (report table 3). The average household sizes were computed on the basis of 21 meals at home being equivalent to one person.

40 percent of both the quantity and money value of all meat used. Pork, of course, followed closely behind beef. Lamb and mutton, and veal were much less important, although in some regions these items were used in relatively large amounts.

This general picture is similar to that shown by earlier surveys. But the 1955 survey is the first to show a comprehensive picture of how meat consumption by region varies from the U.S. averages. Households in the North Central Region and the West used the most meat in the spring of 1955, averaging 3.4 pounds per person per week compared with 3.1 pounds in the Northeast and 2.6 pounds in the South (table 16).

Households in the West had the highest consumption rates per person for beef. The West was consistently as high or higher in each urbanization group than the other regions. The South was consistently low, particularly for rural households.

The pork consumption rate was highest in the South, followed closely by the North Central Region's. The South ranked high among urban households in use of pork, but the North Central led for the farm, mainly because of the large amount of home-produced pork used. The range in the average quantites of pork used per person among the various region-urbanization groupings of households was much less than for beef.

Lamb and mutton consumption rates varied greatly among the regions and urbanization groupings. For example, far greater amounts were consumed per person by the northeastern and western urban households than by the other households.

Back of these overall averages are wider variations in patterns within each grouping. These overall averages are affected by such factors as the current income of households in each group, funds available for meat purchases, the number of persons dependent on the income, the relative prices and supplies of meat available, the extent of home production of meat, the availability and relative prices of alternative foods, and the choices among the kinds cuts, and forms of meat. The survey yields data on two of the more important factors, household size and income.

The consumption-income relationships for all meat and for the various kinds of meat differ among the various regions, as indicated in table 17. The pork relationships shown for urban households are of particular interest. In the South and the North Central Region, areas of relatively large pork consumption, the use of pork decreased at higher-income levels. In the Northeast the decrease with income did not show up until after the $6,000 income level. The West, an area of relatively low pork consumption, showed a very different relationship; consumption of pork there actually increased with income.

Table 16.- Quantity of meats used at home per person, by region and urbanization, all households, in a week, spring 1955 1/

Region and urbanization group	Total meat	Beef	Veal	Pork	Lamb and mutton	Variety meats and game	Luncheon meats
	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.
United States	3.03	1.25	0.08	1.14	0.09	0.11	0.36
Urban	3.18	1.34	.10	1.13	.12	.12	.36
Rural nonfarm	2.82	1.10	.05	1.15	.03	.10	.39
Farm	2.84	1.18	.02	1.21	.02	.09	.32
Northeast	3.07	1.29	.12	.98	.19	.13	.37
Urban	3.10	1.29	.15	.95	.23	.14	.35
Rural nonfarm	2.92	1.23	.06	1.01	.09	.10	.43
Farm	3.32	1.54	.05	1.15	.07	.11	.39
North Central	3.38	1.51	.07	1.23	.05	.10	.42
Urban	3.42	1.52	.10	1.22	.08	.09	.42
Rural nonfarm	3.21	1.43	.05	1.17	.01	.12	.43
Farm	3.46	1.61	.02	1.34	.01	.07	.40
South	2.58	.85	.04	1.26	.02	.10	.30
Urban	2.94	1.09	.06	1.33	.03	.13	.30
Rural nonfarm	2.33	.64	.03	1.22	.02	.07	.34
Farm	2.19	.68	.01	1.18	.01	.07	.23
West	3.37	1.62	.07	1.00	.13	.17	.37
Urban	3.29	1.52	.07	1.00	.17	.16	.38
Rural nonfarm	3.64	1.89	.12	1.05	.04	.15	.38
Farm	3.33	1.73	.03	.89	.10	.26	.31

1/ Calculated from unrounded data of 1955 Household Food Consumption Survey.

Table 17 shows the consumption-income relationships for all meat, beef, and pork in each region by urbanization group. In general the households in the upper-income groups had the largest consumption rates for meat per person, but the data in this table indicate many variations in degree and some in direction.

The survey reports contain much information on the consumption of the principal cuts of meats by various groups of households. These data are too voluminous to describe and reproduce here. But the following is an example of the kind of information that can be obtained from the survey reports.

For north central urban households the per person consumption of beef steaks increased sharply with income, but the pattern varied by kind of steak. Round steak consumption increased very fast in the lower-income classes, then leveled off and after the $5-6,000 income class dropped sharply. Steaks other than round steaks started to increase sharply after the $4-5,000 income class, apparently indicating a shift in consumption from round to sirloin, T-bone, and porterhouse steaks among the upper-income households.

About 90 percent of the value of all the meat used by U. S. households in spring 1955 was purchased. The rest was obtained without direct expense to the household, that is, received as gifts or pay or produced for home use. Most of it was the latter.

Home-produced meat made up about half of the money value of all meat used by farm households. Rural nonfarm households obtained only about 5 percent of the money value of their meat through home production. The amount so obtained by urban households was negligible. 6/

6/ A survey report on home production of food in 1954, to be published later this year, will also contain some annual data on meat for farm and rural nonfarm households.

Table 17.- Quantity of total meat, beef, and pork used per person, households of 2 or more persons, by region, urbanization, and income, in a week, spring 1955 1/

Region, food group, and urbanization	Total 2/	1954 money income after income taxes								
		Under $1,000	$1-2,000	$2-3,000	$3-4,000	$4-5,000	$5-6,000	$6-8,000	$8-10,000	$10,000 and over
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
United States										
Total meat 3/	3.03	2.02	2.47	2.86	2.90	3.14	3.27	3.37	3.28	3.55
Urban	3.18	2.81	2.75	2.92	2.97	3.13	3.30	3.40	3.20	3.60
Rural nonfarm	2.81	1.58	2.08	2.73	2.73	3.08	3.15	3.35	3.47	3.05
Farm	2.83	2.03	2.57	2.98	3.00	3.36	3.33	3.20	3.58	4.20
Beef	1.25	.65	.85	1.05	1.16	1.34	1.40	1.47	1.58	1.67
Urban	1.34	.96	.95	1.08	1.19	1.34	1.47	1.48	1.50	1.67
Rural nonfarm	1.10	.42	.65	.94	1.08	1.27	1.23	1.43	1.93	1.52
Farm	1.17	.70	.98	1.19	1.26	1.58	1.47	1.49	1.48	2.19
Pork	1.14	1.00	1.13	1.20	1.11	1.14	1.14	1.20	1.06	1.13
Urban	1.13	1.27	1.21	1.14	1.10	1.08	1.13	1.19	1.00	1.12
Rural nonfarm	1.13	.81	1.01	1.24	1.10	1.24	1.12	1.23	1.11	1.14
Farm	1.21	1.04	1.17	1.28	1.25	1.26	1.31	1.21	1.44	1.40
Northeast										
Total meat 3/	3.07	2.11	2.29	3.04	2.89	3.05	3.17	3.38	2.86	3.13
Urban	3.10	2.03		2.86	2.95	3.09	3.26	3.43	2.68	3.04
Rural nonfarm	2.93	2.04		3.23	2.61	2.83	2.97	(. . . . . . 3.46 . . . . . .)		
Farm	3.33	3.52	3.17	3.66	3.20	3.88	3.35	(. . . . . . 2.91 . . . . . .)		
Beef	1.28	.86	.99	1.34	1.14	1.29	1.22	1.41	1.24	1.42
Urban	1.29	.71		1.23	1.18	1.29	1.26	1.43	1.07	1.33
Rural nonfarm	1.24	.97		1.45	.97	1.24	1.09	(. . . . . . 1.57 . . . . . .)		
Farm	1.54	1.74	1.60	1.62	1.52	1.84	1.52	(. . . . . . 1.27 . . . . . .)		
Pork	.98	.82	.80	.95	.99	.92	1.07	1.03	.89	.85
Urban	.95	.80		.82	.97	.90	1.05	1.01	.87	.84
Rural nonfarm	1.02	.70		1.09	1.02	.95	1.10	(. . . . . . 1.06 . . . . . .)		
Farm	1.16	1.14	1.03	1.39	1.13	1.46	1.19	(. . . . . . .89 . . . . . .)		
North Central										
Total meat 3/	3.37	2.82	3.04	3.31	3.15	3.30	3.54	3.51	3.42	3.42
Urban	3.42	3.32		3.37	3.22	3.25	3.56	3.51	3.44	3.58
Rural nonfarm	3.19	2.51		3.16	2.96	3.21	3.53	(. . . . . . 3.12 . . . . . .)		
Farm	3.45	2.71	3.40	3.37	3.34	3.77	3.46	(. . . . . . 3.77 . . . . . .)		
Beef	1.52	1.20	1.23	1.42	1.41	1.48	1.59	1.57	1.62	1.60
Urban	1.53	1.30		1.37	1.44	1.41	1.67	1.53	1.70	1.67
Rural nonfarm	1.43	.91		1.39	1.31	1.53	1.40	(. . . . . . 1.48 . . . . . .)		
Farm	1.61	1.29	1.52	1.55	1.53	1.75	1.60	(. . . . . . 1.73 . . . . . .)		
Pork	1.22	1.18	1.25	1.27	1.16	1.19	1.23	1.32	1.20	1.09
Urban	1.21	1.38		1.29	1.16	1.18	1.23	1.36	1.08	1.08
Rural nonfarm	1.15	1.14		1.16	1.10	1.10	1.15	(. . . . . . 1.17 . . . . . .)		
Farm	1.34	1.07	1.31	1.37	1.30	1.46	1.36	(. . . . . . 1.43 . . . . . .)		
South										
Total meat 3/	2.56	1.76	2.29	2.58	2.57	2.99	2.91	3.07	3.19	3.40
Urban	2.93	2.66	2.93	2.83	2.65	3.11	2.91	3.19	3.26	3.47
Rural nonfarm	2.32	1.46	1.81	2.29	2.48	2.96	2.90	(. . . . . . 3.01 . . . . . .)		
Farm	2.19	1.70	2.11	2.54	2.52	2.49	3.03	(. . . . . . 2.75 . . . . . .)		
Beef	.85	.46	.66	.73	.84	1.05	1.13	1.26	1.60	1.70
Urban	1.09	.80	.91	.91	.92	1.22	1.21	1.47	1.63	1.80
Rural nonfarm	.63	.32	.42	.48	.75	.78	1.00	(. . . . . . 1.11 . . . . . .)		
Farm	.68	.44	.64	.82	.74	1.12	1.06	(. . . . . . 1.02 . . . . . .)		
Pork	1.25	.99	1.19	1.33	1.22	1.50	1.27	1.37	1.06	1.17
Urban	1.31	1.32	1.42	1.36	1.22	1.41	1.25	1.30	1.02	1.10
Rural nonfarm	1.22	.80	1.01	1.36	1.18	1.72	1.25	(. . . . . . 1.42 . . . . . .)		
Farm	1.18	1.02	1.14	1.21	1.40	1.11	1.53	(. . . . . . 1.39 . . . . . .)		
West										
Total meat 3/	3.37	3.30	2.72	2.84	3.29	3.17	3.41	3.34	3.94	4.50
Urban	3.30	2.62		2.52	3.31	3.03	3.47	3.18	3.82	4.36
Rural nonfarm	3.59	2.52		3.36		3.53		(. . . . . . 4.98 . . . . . .)		
Farm	3.33	3.59		3.04		3.17		(. . . . . . 3.66 . . . . . .)		
Beef	1.63	1.63	1.30	1.18	1.57	1.60	1.73	1.60	2.18	2.13
Urban	1.53	1.37		.91	1.38	1.49	1.77	1.46	1.90	1.99
Rural nonfarm	1.92	.98		1.82		1.85		(. . . . . . 2.99 . . . . . .)		
Farm	1.74	1.82		1.53		1.62		(. . . . . . 2.27 . . . . . .)		
Pork	1.00	.94	.83	.84	.98	.89	.93	1.00	1.01	1.57
Urban	1.01	.68		.70	1.04	.92	.97	.99	1.08	1.52
Rural nonfarm	1.00	.96		.98		.91		(. . . . . . 1.28 . . . . . .)		
Farm	.88	1.01		.83		.64		(. . . . . . .91 . . . . . .)		

1/ Based on data from 1955 Household Food Consumption Survey. 2/ Includes data for households not reporting income. 3/ Includes veal, lamb, mutton, variety meats, luncheon meats and game not shown separately.

Technical Notes for Market Researchers

Survey Coverage

The 1955 survey covered the use of food at home by housekeeping households during a week in April-June 1955. [7] Consequently, these data exclude food used by persons on military posts, in institutions and in nonhousekeeping households, as well as food purchased and eaten away from home by all persons.[8] Household meat use may differ from restaurant and institutional use, but no pertinent data on the latter are available. [9] Also, the survey covers meat consumption in the form in which it was brought into the kitchen (i.e., processed, boned, trimmed, etc.). Luncheon meats, for example, are processed from all the four meats, especially beef and pork, and usually contain mixtures. Since housewives interviewed in such surveys cannot report the makeup of the luncheon meats they use, the survey data on luncheon meats cannot be subdivided by kind of meat.

Comparison of 1955 Survey Data With Meat "Disappearance" Data

The proportions of each kind of meat reported as used by the survey households reflect fairly well the total supplies of the four meats moving into consumption during the survey period. The level of meat consumption indicated in the 1955 household survey data seems to match up quite well with AMS civilian meat consumption estimates derived from USDA supply and distribution data which cover all civilian consumption.

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[7] Relatively few data are available on seasonal variations in household meat consumption. From a review of data on seasonal variations in meat purchases of city households in 1948 and from data on the apparent total civilian consumption of meats by month, it appears that household meat consumption in the spring, generally, and in spring 1955, in particular, was representative of the annual rate. See *Food Consumption of Urban Families in the United States* (spring 1948), AIB-132, p. 102, *Seasonal Patterns of Food Consumption, City Families, 1948*, Special Report No. 3, 1948 Urban Food Consumption Surveys, ARS, USDA, p. 4, "Consumption of Commercially-Produced Meats by Months," *The Livestock and Meat Situation*, LMS-85, August 17, 1956, pp. 29-44, and *Charting the Seasonal Market for Meat Animals*, AH-83, p. 32.

[8] The survey was limited to those households which included at least one person who had 10 or more meals from household food supplies in the 7 days preceding the interview. The food use data were collected in personal interviews on a recall basis conducted by trained interviewers.

[9] The average quantities per person figures used in this article were calculated by dividing the published average quantities used per household by the appropriate average household size (21 meals at home equivalent to one person). This has the effect of counting the meals purchased and eaten *away from home* as having the same meat consumption rate as the meals eaten out of household food supplies.

Both sets of data were adjusted to a per person weekly basis for table 18 in order to simplify comparisons. The survey data reflect the meat supply and price situation existing in the local markets during April-June 1955 and are affected by the seasonal variations in household meat consumption.

Table 18.- Selected measures of weekly consumption of meat per person, 1955

Kind of meat	Civilian consumption per capita (retail weight)		Household consumption per person, one week, April-June 3/
	Annual basis 1/	Quarterly basis, April-June 2/	
	Pounds	Pounds	Pounds
All meat	3.0	2.8	3.0
Beef	1.2	1.2	1.2
Veal	.2	.2	.1
Pork	1.2	1.1	1.1
Lamb and mutton	.1	.1	.1
Variety meats and game	.3	.2	.1
Luncheon meats	4/	4/	.4

1/ Derived from annual data in Supplement for 1956 to Consumption of Food in the United States, 1909-52, USDA AH-62, (to be published late in 1957).

2/ Derived from quarterly data (with some revisions) in "Consumption of Commercially-Produced Meats by Months," The Livestock and Meat Situation, LMS-85, August 17, 1956.

3/ Average quantity used per household divided by average household size (21 meals at home equivalent to one person) from data of 1955 Household Food Consumption Survey.

4/ Luncheon meats included in the other kinds of meat listed.

Changes in Meat Consumption Over Time

Some of the readers of this Situation report will be interested in comparing the changes in average levels of consumption indicated by the data of the three most recent large household food consumption surveys (conducted in spring 1942, 1948 and 1955) and those of the time series (e.g. the AMS civilian meat consumption estimates).

The survey data are more limited in coverage than the time series data which cover total annual (or quarterly for some foods) civilian consumption. The surveys cover only spring household consumption. The 1955 survey had the benefit of a larger sample and improvements in survey methods as compared to the earlier surveys. Also, the relative shares of the meat consumption of household and the nonhousehold (latter excluded from the surveys) segments probably were different in 1942 than in later years, because of the abnormal patterns of living and eating caused by the war. 10/

Reliability or precision in the estimates of U. S. meat consumption varies considerably between 1942 and 1955. For example, it was not until July 1943 that the monthly reporting of nonfederally inspected commercial slaughter was started. In 1943 began the reporting of live weights of farm slaughter; earlier data were based on estimates of numbers slaughtered. These factors tend to make the annual disappearance data for 1942 less reliable than those for later years (e.g. 1948 and 1955, times of household surveys), and give no satisfactory basis for quarterly comparisons with 1942 survey data.

Comparison of relative changes between 1948 and 1955 in meat consumption as measured by the survey data and by time series data is complicated by some additional factors. The detailed meat consumption data for 1948 are available only for purchases of urban households of two or more persons, while the time series data cover total civilian consumption, including home-produced meat, etc. Taking into account these problems of comparability, the measures of change appear to match reasonably well.

Although the principal contribution of large-scale surveys, such as the 1955 survey, is their detailed information on the structure of household consumption in the period of the survey, they also provide useful data for analysis of changes in the patterns of the structure through time. For example, between spring 1942 and spring 1955 there was a very large increase in the beef consumption rate for farm households. Even though the share of the farm population in households dropped from 21 percent in 1942 to 13 percent in 1955, the farm share of the total amount of beef used in households was about the same (table 19). This came about because the quantity of beef used per person in farm households, increased much more than for the other urbanization groups.

Comparisons may be made of urban beef consumption rates for roughly comparable real income levels using survey data for spring 1948 and spring 1955 given in table 20. In this table the 1947 average money income figures have been adjusted to 1954 dollars, taking into account the 20 percent change in average retail prices of all consumer goods and services between 1947 and 1954. 11/ The table shows that the substantial increase was shared proportionately at all income levels so the consumption-income relationships are similar in the two years. This provides an interesting example of what may happen to consumption patterns when total supplies of a food are increased.

10/ See the notes for marketing researchers in article on "Highlights of Urban Household Food Consumption Patterns of Spring 1955" in this issue and Food Consumption of Urban Families in the United States, (spring 1948), AIB-132, pp. 43-50 for a discussion of problems in comparing survey data among time periods.

11/ Computed from Bureau of Labor Statistics Consumer Price Index.

Table 19.- Quantity of meat used at home and share of U. S. total, and distribution of household population, by urbanization, in a week, spring 1942 and 1955 1/

Item and urbanization group	1942			1955		
	Quantity of meat used		Distribution of household population 3/	Quantity of meat used		Distribution of household population 3/
	Per person	Share of U. S. household use 2/		Per person	Share of U. S. household use 2/	
	Pounds	Percent	Percent	Pounds	Percent	Percent
Total meat 4/						
United States	2.05	100	100	3.03	100	100
Urban	2.34	64	56	3.18	63	60
Rural nonfarm	1.64	18	23	2.82	25	27
Farm	1.71	18	21	2.84	12	13
Beef						
United States	.77	100	100	1.25	100	100
Urban	.97	71	56	1.34	65	60
Rural nonfarm	.58	17	23	1.10	23	27
Farm	.42	12	21	1.18	12	13
Pork						
United States	.82	100	100	1.14	100	100
Urban	.78	54	56	1.13	59	60
Rural nonfarm	.72	20	23	1.15	27	27
Farm	1.00	26	21	1.21	14	13

1/ Calculated from data in Family Food Consumption in the United States (spring 1942), MP-550 and Food Consumption of Households in the United States, Report No. 1, 1955 Household Food Consumption Survey.

2/ Distribution of the total quantity of meats used in households, which was calculated by multiplying average quantity used per person by the estimated number of equivalent persons in the households (see footnote 3).

3/ Estimated by multiplying the average household size (21 meals out of total household food supplies equivalent to one person) by the number of households eligible for the survey.

4/ Includes lamb, mutton, veal, luncheon meats, variety meats, and game not shown separately.

Table 20.- Quantity of purchased beef used per person and average annual income in 1954 dollars, urban households of 2 or more persons, by income, in a week, spring 1948 and 1955 1/

Income in current dollars 2/	Spring 1948 survey		Spring 1955 survey	
	Average 1947 money income in 1954 dollars 3/	Quantity used per person	Average 1954 money income after income taxes	Quantity used per person
	Dollars	Pounds	Dollars	Pounds
All households 4/	4,334	0.94	5,163	1.32
Under 1,000	733	.63	478	.94
1-2,000	1,869	.73	1,520	.90
2-3,000	3,011	.82	2,511	1.07
3-4,000	4,189	.99	3,517	1.16
4-5,000	5,314	1.08	4,500	1.33
5,000 and over 5/				
5-6,000 (in 1954)			5,444	1.43
6-8,000 (in 1954)			6,766	1.46
5-7,500 (in 1947)	7,045	1.08		
8-10,000 (in 1954)			8,860	1.49
7,500 and over (in 1947)	14,143	1.18		
10,000 and over (in 1954)			16,050	1.65

1/ Based on data in Food Consumption of Urban Families in the United States (spring 1948), AIB-132, and Food Consumption of Households in the United States, Report No. 1, 1955 Household Food Consumption Survey.

2/ The spring 1948 survey data are grouped by the 1947 money income after Federal taxes while the spring 1955 survey data are grouped by the 1954 money income after all income taxes. Data for each income group have been placed in the table according to the rank order of their average incomes in terms of 1954 dollars in order to facilitate comparisons by real income level between the two survey periods.

3/ Average incomes after Federal income taxes adjusted for changes in consumer prices between 1947 and 1954.

4/ Includes data for households not classified by income.

5/ Income classifications over $5,000 not the same in the surveys.

Changes in Home Production of Meat from 1942 to 1955

As indicated in table 19, the consumption of meat per person in farm households increased along with the rest of the country between 1942 and 1955. The amount of home-produced meat consumed on farms in spring 1955 also exceeded that of 1942, but not by as much as in the case of purchased meat. This caused a drop in the relative importance of home production of meat in total meat consumption for the farm households.

The big drop was in the share of pork that was home-produced, from around three-fourths in spring 1942 to a little over half in spring 1955. Use of home-produced beef, on the other hand, increased greatly. It rose from 26 percent of the value of all meat used on farms in 1942 to 60 percent in 1955.

Increased home supply of beef was only part of a general rise in consumption of that meat on farms. In pounds per person, farm consumption of all beef increased almost three-fold from the spring of 1942 to the spring of 1955. Consumption of home-produced beef increased between six and seven times.

Stepped-up home production and total use of beef on farms in spring 1955 doubtless are due to a combination of many factors. Among these are the general increase in beef consumption throughout the country to a 1955 rate that was a record high to that time, and the increase in freezing facilities. The new storage facilities tended to increase the consumption of home-produced meats on farms, especially beef, in the spring (when the surveys were taken), formerly a period of relatively low beef supplies on farms. Comparisons between 1942 and 1955 for the fall or winter probably would show smaller changes than those reported here for the spring.

Even though the share of home-produced meat in the value of all farm-consumed meat decrease from about 60 percent to 50 percent between 1942 and 1955, the drop was less than for all foods combined. The home-produced share of the value of all foods fell from about 60 percent to 40. New facilities for storing meat on farms helped to slow the trend away from home production for meat more than for other foods. Also, part of this change in the shares of the money value of meat and of all foods home produced by farm households shown in the survey data was influenced by the somewhat greater increase in average retail prices for meat than for all foods combined over this period.

Special Aspects of Income-Consumption Relationships

The distribution of households among the several levels of income materially affects total consumption in each area. To illustrate, here is the percentage of all southern households of two or more persons who had less than specified amounts of money income after income taxes in 1954 in each urbanization group: 12/

	All	Urban	Rural nonfarm	Farm
Under $1,000	9.7	5.4	15.9	34.2
Under $2,000	25.7	20.3	33.6	59.9
Under $3,000	44.1	39.1	51.3	75.6
Under $4,000	65.5	60.5	72.6	86.1

The probable effect of these differences in the distribution of households by money income can be judged by reference to the meat consumption rates per person by income level given in table 17.

Not only are households distributed differently among income groups by urbanization, but the relation of the consumption rate to income varies. For example, average meat consumption per person in southern urban households increased with money income, but not at a fast rate. The rural households (farm and nonfarm), particularly rural nonfarm, showed a greater increase in consumption with increased money incomes. In the south the major differences in consumption rates among the urbanization groups were below the $4,000 level.

The following example gives further evidence of the effect of the distribution of households by income level on the average meat consumption rate for the rural nonfarm urbanization group in the South. Households of 2 or more persons reporting their income in this group consumed 9.1 pounds of meat per household on the average. When this average is recalculated using the north central distribution of rural nonfarm households by money income class, a 10.3 pound average is obtained, 13 percent above the actual rate for this group in the South. This example shows the importance to meat consumption of the distribution of households by income class.

12/ Based on data in report table 1 of Food Consumption of Households in the South, Report No. 4, 1955 Household Food Consumption Survey.

When comparing the data among urbanization groups, it is necessary to bear in mind the nonmoney income of rural households, particularly the farm households. The use of the annual money income after income taxes as the basis for economic classification of households, the practice of this and most other such surveys, does not take into consideration the value of home-produced food, fuel and housing which is in effect income, that is, nonmoney income. This can be particularly significant for the farm households who received relatively low money incomes.

Comparison of Regional Production and Consumption Balances [13]

Since meat is not always consumed in the region in which the particular meat animals were raised or slaughtered, measures of the flow of these products through several stages of the marketing process from the farm to the consumer are important in the analysis of many problems in meat production and marketing adjustment.

Data have been available on meat production, net marketings and slaughter by States or region. [14] Satisfactory information has not been available on meat consumption by States or regions. [15] If it is assumed that nonhousehold meat consumption varies generally among regions the same as household consumption and that the consumption pattern changes little through the year, the spring 1955 survey data provide an approximation of the distribution of annual meat consumption by region.

Because of the difference in coverage between the consumption data from the survey and the total production data, it is impossible to make exact comparisons. Even so, a comparison of the percentage

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[13] Distributions of net marketings of meat and of meat production by region, used in this section, are based on estimates prepared by the staff of the Livestock, Fats and Oil Section, Statistical and Historical Research Branch, AMS.

[14] "Meat Production by States," The Livestock and Meat Situation, LMS-82 March 2, 1956 and "Geography of Livestock Production and Slaughter," The Livestock and Meat Situation, LMS-85, August 17, 1956.

[15] Hitherto, only a lamb and mutton study and some limited data on the distribution of meat at wholesale under wartime controls provided any indication of regional variations in meat consumption. Distribution of Lamb and Mutton for Consumption in the U. S. (1954), AMS-93, February 1956 and "Geography of Meat-Animal and Meat Production and Meat Consumption," The Livestock and Meat Situation, LMS-18, August 1948.

Table 21.- Regional distribution of net marketings of meat animals, meat production from slaughter, and household consumption of meat, 1955 1/

Item	United States	Northeast	North Central Region	South	West
	Percent	Percent	Percent	Percent	Percent
Total meat 2/					
Net marketings of meat animals	100	3	63	22	12
Meat production from all slaughter 3/	100	9	59	19	13
Household consumption, spring	100	27	35	26	12
Beef and veal					
Net marketings of cattle	100	4	50	28	18
Meat production from all slaughter 4/	100	10	53	19	18
Household consumption, spring 5/	100	28	37	21	14
Pork					
Net marketings of hogs	100	1	85	12	2
Meat production from all slaughter 4/	100	8	66	20	6
Household consumption, spring 5/	100	22	34	34	10
Lamb and mutton					
Net marketings of sheep	100	1	36	19	44
Meat production from all slaughter 4/	100	16	48	8	28
Household consumption, spring 5/	100	57	17	8	18

1/ Marketings of meat production based on estimates developed from published and unpublished sources; household meat consumption for the spring based on quantities of meat consumed by households from 1955 Household Food Consumption Survey.

2/ Excludes variety meats and game but includes luncheon meats.

3/ Based on retail weight.

4/ Based on carcass weight.

5/ Excludes meat used in luncheon meats, which is included in total meat.

distribution of the total quantities of meat animals marketed and slaughtered and the meat consumed by region does give an indication of the balance between production and consumption in each region.

Table 21 shows the regional distribution of net marketings of meat animals and total meat production from slaughter for 1955 along with the distribution for household consumption for spring 1955. 16/ These sets of figures provide an indication of the flow of meat animals and of meat through marketing channels.

For example, about 28 percent of the cattle and calves (live-weight basis) was sold by southern farmers (about 60 percent of it from the 4 southern States west of the Mississippi), but the southern packers produced only 19 percent of the total beef and veal. Since southern household consumption accounted for 21 percent of the total beef and veal consumed by all U. S. households in spring 1955, it is likely that some of that meat had to be shipped back to the South for consumption.

Another example is shown in the distribution for pork in the North Central Region. This region is a heavy producer of hogs, marketing 85 percent of the total in 1955. Many are shipped as hogs or pork to deficit hog production areas for slaughter and consumption since the North Central Region slaughters and consumes a much smaller share of the total than it markets. On the other hand, all other regions slaughter more hogs than they market, and apparently consume a much larger share of all pork than they produce from slaughter.

A somewhat more exact comparison is shown in table 22, where the distribution for commercial slaughter (excluding meat produced from farm slaughter) in spring 1955 is compared with the distribution of household purchases for the same period. Data on net marketings of meat animals by region are available only on an annual basis.

16/ These approximations of the quantity consumed by households in each region were derived for spring 1955 by multiplying each region's average quantity used per household (as published) by the number of households eligible for the survey in each region.

Table 22.- Regional distribution of meat production from commercial slaughter and of household purchases of meats, spring 1955 1/

Item	United States	North-east	North Central Region	South	West
	Percent	Percent	Percent	Percent	Percent
Total meat 2/					
Meat production from commercial slaughter 3/	100	10	58	18	14
Household purchases	100	28	34	25	13
Beef					
Meat production from commercial slaughter 4/	100	9	55	17	19
Household purchases 5/	100	29	35	21	15
Veal					
Meat production from commercial slaughter 4/	100	14	36	40	10
Household purchases 5/	100	45	29	15	11
Pork					
Meat production from commercial slaughter 4/	100	9	67	17	7
Household purchases 5/	100	24	33	32	11
Lamb and mutton					
Meat production from commercial slaughter 4/	100	16	46	12	26
Household purchases 5/	100	60	17	6	17

1/ Meat production developed from published and unpublished data; household meat purchases based on the quantities of purchased meats used by households from the 1955 Household Food Consumption Survey.

2/ Excludes variety meats and game, but includes luncheon meats.

3/ Based on retail weight.

4/ Based on carcass weight.

5/ Excludes meat used in luncheon meats, which is included in total meat.

Table 23.- Planted acreage of major crops, 1935-39 and 1947-49 averages, 1956, and prospective plantings for 1957, with percentage comparisons

Crop	Planted acreage 1935-39	Planted acreage 1947-49	Planted acreage 1956	Prospective plantings 1957 1/	Prospective 1957 as a percentage of 1935-39	Prospective 1957 as a percentage of 1947-49	Prospective 1957 as a percentage of 1956
	1,000 acres	1,000 acres	1,000 acres	1,000 acres	Percent	Percent	Percent
Total 2/	323,739	333,852	329,297	318,997	99	96	97
Corn, all	97,044	85,766	78,557	74,410	77	87	95
Wheat, all	73,236	80,188	60,747	49,562	68	62	82
Winter	51,577	59,252	44,503	36,778	71	62	83
Spring, all	21,659	20,936	16,244	12,784	59	61	79
Oats	40,591	43,009	44,648	43,514	107	101	97
Barley	13,365	12,059	14,712	16,008	120	133	109
Flaxseed	1,938	4,911	5,862	5,839	301	119	100
Rice	1,007	1,810	1,598	1,440	143	80	90
All sorghums	15,254	11,852	21,503	26,490	174	224	123
Potatoes	3,123	1,939	1,412	1,421	46	73	101
Sweetpotatoes	804	501	291	282	35	56	97
Beans, dry edible	1,917	1,929	1,460	1,466	76	76	100
Soybeans, for beans 3/	3,042	10,858	20,926	4/21,700	713	200	104
Soybeans, grown alone 5/	7,262	12,304	21,970	22,745	313	185	104
Hay, all 3/	67,940	73,101	73,627	72,766	107	100	99
Tobacco 3/	1,647	1,676	1,366	1,132	69	68	83
Peas, dry field	281	414	361	355	126	86	98
Peanuts, picked and threshed 3/	1,659	2,994	1,396	6/1,700	102	57	122
Peanuts, grown alone 5/	2,173	3,560	1,844	1,834	84	52	99
Sugar beets	891	845	831	912	102	108	110

1/ From March 1957 Prospective Plantings Report and December 19, 1956 Winter Wheat and Rye Report.

2/ Includes "Soybeans, for beans" and "Peanuts, picked and threshed."

3/ Harvested acreage.

4/ 1957 indicated solid equivalent acreage adjusted for the percentage harvested for beans by using the 1956 percentages, by States.

5/ For all purposes.

6/ Assuming the 1951-55 average relationship of acreages planted alone to acreages for picking and threshing, by States.

Table 24.- Prospective and actual acreages planted in major crops, 1954-56, with percentage comparisons 1/

Crop	1954			1955			1956		
	Prospective	Actual	Actual as percentage of prospective	Prospective	Actual	Actual as percentage of prospective	Prospective	Actual	Actual as percentage of prospective
	1,000 acres	1,000 acres	Percent	1,000 acres	1,000 acres	Percent	1,000 acres	1,000 acres	Percent
Total	287,518	288,883	100	290,818	292,885	101	289,199	286,286	99
Corn, all	81,037	82,185	101	82,033	81,097	99	78,686	78,557	100
Spring wheat	16,657	15,922	96	13,960	13,951	100	14,605	16,244	111
Oats	47,256	46,898	99	47,664	47,523	100	46,063	44,648	97
Barley	14,095	14,740	105	15,776	16,335	104	14,773	14,712	100
Flaxseed	5,383	5,947	110	5,743	5,219	91	5,465	5,862	107
Rice	2,360	2,605	110	1,800	1,846	103	1,597	1,598	100
All sorghums	18,664	20,148	108	21,322	23,979	112	24,198	21,503	89
Potatoes	1,364	1,431	105	1,434	1,460	102	1,394	1,412	101
Sweetpotatoes	357	342	96	354	352	99	323	291	90
Tobacco 2/	1,630	1,668	102	1,561	1,494	96	1,366	1,366	100
Beans, dry edible	1,640	1,668	102	1,788	1,602	90	1,535	1,460	95
Peas, dry field	321	279	87	295	313	106	377	361	96
Soybeans 3/	18,075	18,541	103	19,981	19,658	98	21,760	21,970	101
Peanuts 3/	1,942	1,824	94	1,914	1,898	99	1,923	1,844	96
All hay 2/	75,793	73,721	97	74,360	75,360	101	74,305	73,627	99
Sugar beets	944	964	102	833	798	96	829	831	100

1/ Based on the prospective planted acreages indicated by farmers' reported March 1 intentions.
2/ Acreage harvested.
3/ Grown alone for all purposes. Data are partly duplicated in hay acreage.

Table 25.- Production of major food commodities, calendar years, 1935-39 and 1947-49 averages, 1954-56, and preliminary indication for 1957, with percentage comparisons 1/

Commodity	Unit	Average 1935-39	Average 1947-49	1954	1955	1956 preliminary	Preliminary indication for 1957 2/	1957 as a percentage of		
								1935-39	1947-49	1956
								Percent	Percent	Percent
Meats (carcass weight)										
Beef	Mil.lb.	6,937	9,649	12,963	13,568	14,437	14,000	202	145	97
Veal	Mil.lb.	1,038	1,454	1,647	1,578	1,620	1,625	157	112	100
Lamb and mutton	Mil.lb.	870	716	734	758	743	725	83	101	98
Pork (excluding lard)	Mil.lb.	7,337	10,281	9,870	10,991	11,255	11,000	150	107	98
Total meats	Mil.lb.	16,182	22,100	25,214	26,895	28,055	27,350	169	124	97
Fish (edible weight)										
Fresh and frozen	Mil.lb.	615	706	660	695	690	3/	---	---	---
Canned 4/	Mil.lb.	337	484	460	410	438	3/	---	---	---
Cured	Mil.lb.	74	70	62	62	62	3/	---	---	---
Total fish	Mil.lb.	1,026	1,260	1,182	1,167	1,190	3/	---	---	---
Poultry and eggs										
Eggs	Mil.doz	3,335	5,086	5,402	5,404	5,494	5,400	162	106	98
Chicken (ready-to-cook)	Mil.lb.	1,730	2,753	3,743	3,583	4,199	4,270	247	155	102
Turkey (ready-to-cook)	Mil.lb.	288	492	870	817	945	1,030	358	209	109
Dairy products										
Total milk 5/	Bil.lb.	105.9	116.3	122.3	123.2	125.7	128	121	110	102
Cheese 6/	Mil.lb.	673	1,160	1,383	1,363	1,393	1,435	213	124	103
Condensed and evaporated milk	Mil.lb.	2,225	3,497	2,845	2,920	2,896	2,950	133	84	102
Ice cream (product weight)	Mil.lb.	1,279	2,758	2,865	3,017	3,125	3,255	254	118	104
Fats and oils										
Butter, farm and factory (actual weight)	Mil.lb.	2,195	1,611	1,628	1,552	1,558	1,585	72	98	102
Lard 7/	Mil.lb.	1,630	2,419	2,330	2,660	2,775	2,650	163	110	95
Margarine (actual weight)	Mil.lb.	372	839	1,364	1,333	1,369	1,400	376	167	102
Shortening	Mil.lb.	1,529	1,434	1,961	1,975	1,842	1,900	124	132	103
Other edible fats and oils 8/	Mil.lb.	2,157	3,912	5,495	5,949	6,421	6,750	313	173	105
Total fats and oils (fat content) 9/	Mil.lb.	5,554	7,627	9,136	9,858	10,450	10,675	192	140	102
Fruits										
Fresh:										
Citrus	Mil.lb.	6,875	8,782	7,584	7,838	7,648	7,500	109	85	98
Apples (commercial)	Mil.lb.	4,385	3,791	3,503	3,410	3,300	3,400	78	90	103
Other (excl. melons)	Mil.lb.	4,655	4,495	3,903	3,437	3,959	3,900	84	87	99
Processed:										
Canned fruit	Mil.lb.	1,710	2,597	3,028	3,452	3,566	3,400	199	131	95
Canned fruit juices	Mil.lb.	333	2,230	2,046	1,893	1,950	1,900	571	85	97
Frozen (incl. juice)	Mil.lb.	106	416	1,280	1,499	1,592	1,650	1,557	397	104
Dried	Mil.lb.	1,118	962	737	788	825	3/	---	---	---
Vegetables										
Fresh, total commercial 10/	Mil.lb.	18,565	22,891	23,763	23,919	24,524	25,000	135	109	102
Canned	Mil.lb.	4,034	6,088	6,733	7,176	8,890	7,500	186	123	84
Frozen	Mil.lb.	11/77	448	966	1,136	1,522	1,350	1,753	301	89
Potatoes	Mil.cwt	213	248	220	227	243	227	107	92	93
Sweetpotatoes	Mil.cwt	37	25	17	21	17	15	41	60	88
Dry edible beans 12/	Mil.lb.	1,360	1,854	1,694	1,665	1,710	1,580	116	85	92
Dry field peas 12/	Mil.lb.	229	401	311	253	470	370	162	92	79
Canned baby foods	Mil.lb.	37	469	683	669	683	695	1,878	148	102
Sugar, raw basis	1,000 short tons	1,948	2,065	2,610	2,386	2,513	2,600	133	126	103
Grains										
Wheat	Mil.bu.	759	1,251	984	935	997	860	113	69	86
Rye	Mil.bu.	44.9	23.1	25.9	29.1	21.6	22.0	49	95	102
Rice, milled	Mil.lb.	1,340	2,333	3,383	4,018	3,518	2,997	224	128	85
Corn, grain only	Mil.bu.	2,050	2,788	2,708	2,884	3,081	2,700	132	97	88
Oats	Mil.bu.	1,045	1,294	1,410	1,503	1,153	1,250	120	97	108
Barley	Mil.bu.	239	279	379	401	372	392	164	141	105
Peanuts, farmers' stock basis	Mil.lb.	1,230	2,128	1,008	1,576	1,567	3/	---	---	---

---

1/ Calendar year basis except for fresh citrus fruit for which the season begins in the fall of the previous year; dried fruits on a pack year beginning year indicated; rice on a marketing year ending year indicated. 2/ Preliminary indications based on trends in livestock numbers, current or prospective rates of output, average or probable acreages and yields, and such other data or advance estimates as are available. These estimates are used only to indicate the general level of food supplies for domestic consumption for 1957, but they are based on such official estimates of production as are available at this time. Revisions will of course be made from time to time throughout the year as official indications or estimates are issued through the Crop Reporting Board of the Department. 3/ Not available. 4/ Excludes products containing small quantities of fish such as clam chowder, etc. 5/ Includes farm production of milk as reported by the Crop Reporting Board and an allowance for nonfarm production declining from 2.3 billion pounds in 1935-39 to zero in 1956. 6/ Excludes full skim, cottage, pot, and bakers' cheese. 7/ Includes amount used in manufactured food and nonfood products. 8/ Includes cottonseed, peanut, soybean, corn, edible olive, and oleo oils, oleo stock, oleostearine, and edible tallow later processed into margarine, shortening, cooking and salad oils, etc., and nonfood items. 9/ Includes butter, lard, and "other edible fats and oils." 10/ This series covers total commercial production for sale as fresh, both for shipment to distant markets and for local markets; includes quantities not harvested. Excludes farm garden output for farm household use. 11/ Average 1937-39. Data prior to 1937 are not available. 12/ Cleaned basis.

Table 26.- Retail food prices and total consumer price index, United States, 1945-55 and 1956-57 by months

(Index numbers, 1947-49=100)

Year and month	Meats 1/	Eggs	Dairy products 2/	Fats and oils 3/	Cereals and bakery products	Fruits and vegetables	Sugar and sweets	Beverages	All foods 4/	Consumer price index
1945	56	81	70	69	66	87	72	61	69	77
1946	69	83	86	84	76	89	81	68	79	83
1947	94	99	97	110	94	98	102	92	96	96
1948	106	102	106	108	103	100	98	100	104	103
1949	100	99	97	82	103	102	100	108	100	102
1950	105	85	96	80	104	98	102	153	101	103
1951	117	104	107	94	114	107	106	169	113	111
1952	116	95	112	79	117	117	106	170	115	114
1953	110	100	110	80	119	114	108	174	112	114
1954	108	84	106	84	122	112	110	207	112	115
1955	102	87	106	81	124	114	112	186	110	114
1956 5/	97	86	109	83	126	119	110	194	110	116
Jan.	93	97	107	80	124	113	109	183	108	115
Feb.	94	85	107	80	124	113	109	183	107	115
Mar.	93	85	107	80	124	115	109	188	107	115
Apr.	94	84	106	82	124	117	109	189	108	115
May	96	82	108	84	125	122	109	189	110	115
June	98	81	108	85	125	131	109	192	112	116
July	99	83	109	84	126	135	110	197	114	117
Aug.	100	86	109	84	126	121	110	198	112	117
Sept.	101	90	110	84	127	115	110	202	112	117
Oct.	101	91	111	84	127	114	110	203	112	118
Nov.	99	88	111	85	127	116	111	203	111	118
Dec.	98	84	111	85	127	117	111	202	111	118
1957										
Jan.	99	77	111	87	128	117	112	201	111	118
Feb.	101	77	111	88	129	116	112	201	112	119
Mar.	101	72	111	88	130	116	112	200	111	119

1/ Includes chicken and fish
2/ Includes butter.
3/ Excludes butter.
4/ Includes only foods consumed at home.
5/ Annual average computed by AMS.

Bureau of Labor Statistics.

LIST OF TABLES

Table number		Page
1	Volume of farm marketings and home consumption and per capita food consumption	2
2	Apparent per capita consumption of major food commodities	4
3	Regional and urbanization shares in the U. S. food market	25
4	Shares of urban households in the market for 8 food groups	25
5	Regional shares in urban market for food groups and shares of food groups in urban market, by region	27
6	Expenditures per person for food consumed in urban homes, by commodity group, region, and income	29
7	Consumption per person of selected foods in urban households, by region and income	30
8	Consumption per person of cereal products in urban households, spring 1942, 1948, 1955	37
9	North Central Region's share of U. S. population, income and food market; distribution by urbanization	39
10	Shares of major foods in home food expense, North Central Region	42
11	Consumption per person of selected foods in the North Central Region, by urbanization and income	44
12	Consumption per person of selected foods, North Central Region and U. S., by urbanization	48
13	Consumption of selected food groups, farm and rural nonfarm households, North Central Region, spring 1952 and 1955	50
14	Meat's share of money value of purchased foods only and of all food at home, by region and urbanization	52
15	Regional distributions of household market for all food, meat, poultry, and fish and of household population	52

LIST OF TABLES -- Con.

Table number		Page
16	Meat used at home per person, by region and urbanization	55
17	Meat used per person, by region, urbanization, and income	57
18	Selected measures of weekly consumption of meat per person, 1955	59
19	Meat used at home and share of U. S. total, and population distribution, by urbanization, spring 1942 and 1955	61
20	Quantity of beef used per person in urban households, spring 1948 and 1955 and average income	62
21	Regional distribution of net marketings of meat animals, slaughter, and household meat consumption, 1955	66
22	Regional distribution of meat production and household meat purchases	68
23	Planted acreages of major crops, 1935-39 and 1947-49 averages, 1956, and prospective plantings for 1957	69
24	Prospective and actual acreages planted, 1954-56	70
25	Production of major food commodities	71
26	Retail food price and total consumer price indexes	72

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The NATIONAL FOOD SITUATION

NFS-81

In this issue:
Food Consumption of Households in the Northeast
Household Consumption of Nonalcoholic Beverages

AMS

Approved by the Outlook and Situation Board, July 22, 1957

SUMMARY

Prospects at midyear pointed to food supplies large enough to maintain consumption by civilians during the second half of 1957 at about the year-earlier per capita rate. With employment and consumer incomes likely to be high, demand for food will remain strong and retail food prices in the coming months will likely continue moderately higher than last year.

Retail food prices during the second quarter of 1957 averaged around 3 percent above those of a year earlier despite the fact that farm prices were about the same in both periods. The increase in prices consumers paid for food reflected higher marketing charges, which were 6 percent above those in the second quarter of 1956. The gain over a year earlier in retail food prices was not quite as large as the increase in prices of other consumer goods and services.

Large supplies of livestock products are in prospect for the remainder of this year, but the situation for individual commodities varies. There will be a little less meat per person than in the last half of 1956, with small reductions expected for both beef and pork.

(Continued on page 3)

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Table 1.--Volume of farm marketings and home consumption and civilian per capita food consumption, 1935-39 average, 1950-56, and preliminary estimate for 1957, with percentage comparisons 1/

(Index numbers, 1947-49=100)

Item	1935-39 average	1950	1951	1952	1953	1954	1955	1956	1957 Prel. 2/	1957 as a percentage of 1935-39	1957 as a percentage of 1956
Marketings and home consumption of all farm commodities 3/	73	99	101	104	108	109	112	117	114	156	97
Food grains 4/	54	81	77	98	96	92	81	85	80	148	94
Vegetables 5/	84	99	100	96	98	96	98	101	97	115	96
Fruits and nuts 6/	90	97	107	101	102	98	101	105	107	119	102
Sugar crops	107	116	93	94	105	117	107	107	120	112	112
Total food crops 7/	73	92	91	97	98	93	91	94	91	125	97
Meat animals	72	100	104	107	109	112	120	125	121	168	97
Poultry and eggs	63	111	118	117	118	124	122	134	136	216	101
Dairy products	88	101	99	100	104	106	107	110	112	127	102
Total food livestock 8/	75	102	105	107	110	113	117	123	121	161	98
Food marketings and home consumption	74	99	102	104	106	108	110	115	113	153	98
Civilian per capita food consumption 9/	91	100	98	100	101	101	102	103	102	112	99

1/ Indexes of volume of farm marketings and home consumption unrevised for changes based on 1954 Census of Agriculture for crops 1950 to 1953, inclusive. 2/ Indications for 1957 are based on calendar-year quantities estimated as of July 1, 1957. 3/ Food and nonfood items. 4/ Wheat, rye, rice, and buckwheat. 5/ Truck crops for fresh use and processing, potatoes, sweetpotatoes, dry edible beans, dry field peas, mung beans. 6/ Except peanuts. 7/ In addition to the crops listed above, includes peanuts, peppermint, popcorn, spearmint, and vegetables grown under glass. 8/ Also includes honey, but excludes turkey hatching eggs. 9/ Incorporates revisions stemming from the 1954 Census of Agriculture, the 1954 Census of Manufactures, and the 1955 Survey of Household Food Consumption.

Table 2.--Index of supply-utilization of farm food commodities, 1935-39 and 1947-49 averages, and 1947-57 1/

Year	Production	Imports	Stock change 2/	Total utilization	Domestic use				Commercial exports and shipments to Territories 5/	Department of Agriculture export program		
					Food		Nonfood 4/	Total		Stock change 6/	Deliveries 7/	Net purchases 8/
					Civilian	Military 3/						
				Section a.	Percentage of total utilization in each year							
1935-39	93.9	8.2	-2.1	100.0	67.8	---	30.1	97.9	2.1	---	---	---
1947-49	95.5	6.5	-2.0	100.0	64.8	2.7	27.8	95.3	2.8	---	1.9	1.9
1947	91.6	6.0	2.4	100.0	64.1	2.4	27.6	94.1	3.3	0.4	2.2	2.6
1948	100.4	6.8	-7.2	100.0	65.7	2.9	27.4	96.0	2.4	-.2	1.8	1.6
1949	94.9	6.8	-1.7	100.0	64.6	2.8	28.3	95.7	2.6	-.2	1.9	1.7
1950	94.6	7.0	-1.6	100.0	65.2	1.4	28.8	95.4	3.2	-.1	1.5	1.4
1951	90.0	6.9	3.1	100.0	62.8	2.7	28.2	93.7	4.6	9/	1.7	1.7
1952	94.8	7.0	-1.8	100.0	65.4	2.1	27.0	94.5	5.2	9/	.3	.3
1953	95.5	7.3	-2.8	100.0	66.6	1.9	26.6	95.1	4.4	9/	.5	.5
1954	96.3	6.4	-2.7	100.0	67.3	1.6	25.7	94.6	5.0	9/	.4	.4
1955	95.7	6.5	-2.2	100.0	66.9	1.4	25.2	93.5	5.7	9/	.8	.8
1956 10/	94.6	6.4	-1.0	100.0	65.7	1.3	25.1	92.1	7.0	9/	.9	.9
1957 11/	92.2	6.3	1.5	100.0	64.4	2.4	25.2	92.0	7.3	9/	.7	.7
				Section b.	Percentage of total utilization in 1947-49							
1935-39	71.8	6.3	-1.6	76.5	51.8	---	23.1	74.9	1.6	---	---	---
1947-49	95.5	6.5	-2.0	100.0	64.8	2.7	27.8	95.3	2.8	---	1.9	1.9
1947	93.7	6.1	2.5	102.3	65.6	2.4	28.3	96.3	3.4	0.4	2.2	2.6
1948	97.8	6.7	-7.0	97.5	64.1	2.8	26.8	93.7	2.3	-.2	1.7	1.5
1949	94.9	6.9	-1.6	100.2	64.7	2.8	28.4	95.9	2.6	-.2	1.9	1.7
1950	95.9	7.1	-1.6	101.4	66.1	1.5	29.2	96.8	3.2	-.1	1.5	1.4
1951	94.3	7.2	3.2	104.7	65.7	2.9	29.5	98.1	4.8	9/	1.8	1.8
1952	98.6	7.3	-1.9	104.0	68.0	2.2	27.9	98.1	5.5	9/	.4	.4
1953	100.0	7.7	-2.9	104.8	69.8	2.0	27.8	99.6	4.7	9/	.5	.5
1954	101.3	6.8	-2.9	105.2	70.8	1.7	27.0	99.5	5.2	9/	.5	.5
1955	104.9	7.1	-2.4	109.6	73.4	1.5	27.6	102.5	6.2	9/	.9	.9
1956 10/	109.0	7.4	-1.2	115.2	75.6	1.5	29.0	106.1	8.1	9/	1.0	1.0
1957 11/	107.0	7.3	1.7	116.0	74.8	2.7	29.2	106.7	8.5	9/	8	.8

1/ Covers farm commodities normally used for food in the United States, including their nonfood use. Relationships were developed from quantitative data on supply and use of unprocessed and processed farm products multiplied by average prices in 1947-49. All values were adjusted to farm values. For methodology see Agriculture Handbook 91, Measuring the Supply and Utilization of Farm Commodities, New Indexes, 1924-54. Incorporates changes resulting from the 1954 Census of Agriculture, the 1954 Census of Manufactures, and the 1955 Household Food Consumption Survey. 2/ Includes farm and commercial stocks and holdings under price support programs. Minus sign means an addition to stocks; plus sign means a withdrawal from stocks. 3/ Includes civilian feeding in areas occupied by our Armed Forces. 4/ Includes seed, feed, alcoholic beverages, industrial alcohol, etc. 5/ Excludes deliveries by the Department of Agriculture. 6/ Stocks held for export. Here, minus sign means a withdrawal from stocks; plus sign means an addition. 7/ Shipments out of this country. 8/ Represents net quantities withdrawn from domestic commercial channels. 9/ Less than 0.05 percent. 10/ Preliminary. 11/ Preliminary estimates.

CONTENTS

	Page		Page
Summary	1	Food Consumption of Households in the Northeast	16
Retail Food Prices	3	Household Consumption of Nonalcoholic Beverages	30
Commodity Reviews	5	List of Tables	47
Recent Articles and Reports Based on 1955 Survey	15		

Continued from cover page -

Also, somewhat fewer eggs are likely to be available this fall than last. Increased supplies of dairy products and turkey meat are expected for this summer and fall, and about as much chicken meat.

Supplies of food from crops are expected to remain heavy this summer and fall, though prospects at midyear indicated some reduction in output from 1956. The prospective production decline from last year is mainly for crops for which stocks are very large such as corn, wheat, and rice. For most of the other food crops, output is expected to equal or exceed that in 1956.

During the last half of the year supplies may be large enough to permit some increase over a year earlier in civilian consumption per person of processed vegetables, watermelons, canned and frozen fruit juices, and the cooking and salad oils. For most other foods, consumption rates will be close to those in the last half of 1956.

Both military takings and exports of food in the remainder of 1957 are expected to be no larger than a year earlier. As in recent years, the foods exported will be primarily those for which supplies are much in excess of domestic needs.

RETAIL FOOD PRICES

The BLS index of retail food prices has been somewhat higher than a year earlier in every month beginning with June 1956. In April-June 1957, food prices averaged more than 3 percent above those in the second quarter of last year. Prices of other consumer goods and services went up a little more than food.

Eggs were the only major food commodity group for which the BLS retail price index averaged lower in January-June this year than last. The decline was substantial -- around 15 percent. The indexes for all other food groups

Table 3.- Apparent civilian per capita consumption of major food commodities, primary distribution weight, calendar years, 1935-39 and 1947-49 averages, 1954-56, and preliminary estimates for 1957, with percentage comparisons 1/

Commodity	Average 1935-39	Average 1947-49	1954	1955	1956 preliminary	Preliminary estimates for 1957	1957 as a percentage of		
							1935-39	1947-49	1956
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Percent	Percent	Percent
Meats (carcass weight) - Total	127.0	148.5	154.7	162.8	166.8	159	125	107	95
Beef	55.6	65.6	80.1	82.0	85.4	83	149	127	97
Veal	8.1	9.7	10.0	9.4	9.5	9.1	112	94	96
Lamb	6.8	4.8	4.6	4.6	4.4	4.2	62	88	95
Pork (excluding lard)	56.5	68.4	60.0	66.8	67.5	63	112	92	93
Fish (edible weight) - Total	11.0	10.5	10.9	10.2	10.2	10.2	93	97	100
Fresh and frozen	5.4	6.0	6.0	5.9	5.7	2/	---	---	---
Canned 3/	4.9	3.9	4.2	3.7	3.9	2/	---	---	---
Cured	.7	.6	.7	.6	.6	2/	---	---	---
Poultry products									
Eggs (farm basis) - Number	300	385	376	371	369	356	119	92	96
Chicken (ready-to-cook)	13.4	18.7	22.8	21.4	24.3	24.8	185	133	102
Turkey (ready-to-cook)	2.2	3.3	5.3	5.0	5.1	5.8	264	176	114
Dairy products									
Total milk fat solids	31.7	29.6	27.1	27.3	27.2	27.1	85	92	100
Total nonfat milk solids	39.6	46.2	47.5	47.9	47.8	48.1	121	104	101
Cheese	5.6	7.0	7.9	7.9	8.1	8.0	143	114	99
Condensed and evaporated milk	16.8	20.1	16.8	16.2	15.6	15.9	95	79	102
Fluid milk and cream	330	359	348	352	355	356	108	99	100
Ice cream (product weight)	9.9	18.7	17.4	18.0	18.3	18.3	185	98	100
Fats and oils - Total, fat content 4/	45.4	42.4	45.4	45.5	44.4	44.0	97	104	99
Butter, farm and factory (actual weight)	17.0	10.6	8.9	9.0	8.7	8.7	51	82	100
Margarine (actual weight)	2.9	5.6	8.5	8.1	8.2	8.2	283	146	100
Lard	11.0	12.4	10.2	10.1	9.9	9.8	89	79	99
Shortening	11.8	9.6	11.8	11.5	10.9	10.5	89	109	96
Other edible fats and oils	6.5	7.3	9.5	10.1	10.1	10.1	155	138	100
Fruits									
Fresh (farm weight) - Total	139.0	132.2	106.1	101.9	99.5	98	71	74	98
Citrus	49.2	54.8	41.2	41.9	38.3	37	75	68	97
Apples (commercial)	30.6	25.6	20.1	20.0	19.9)	61	68	79	100
Other (excluding melons)	59.2	51.8	44.8	40.0	42.0)				
Processed:									
Canned fruit	15.0	18.9	21.1	22.6	21.6	22	147	116	102
Canned juices	3.9	15.9	13.2	12.9	13.0	13	333	82	100
Frozen (including juices)	.8	3.2	7.4	8.7	8.8	9.2	1,150	288	105
Dried	5.8	3.9	3.9	3.5	3.6	3.5	60	90	97
Vegetables									
Fresh vegetables and melons 5/	140.2	147.8	134.6	133.8	131.5	130	93	88	99
Fresh vegetables	113.2	120.4	106.7	104.6	104.9	104	94	86	99
Melons	27.0	27.4	27.9	29.2	26.6	26	96	95	98
Canned	30.1	39.2	41.9	43.5	43.9	44.2	147	113	101
Frozen	6/ .4	2.9	5.9	6.6	7.2	7.7	1,925	266	107
Potatoes (farm weight)	130	114	106	106	100	103	79	90	103
Sweetpotatoes (farm weight)	21.6	12.6	8.0	8.2	8.0	6.9	32	55	86
Dry edible beans	8.8	6.7	8.2	7.3	7.5	7.6	86	113	101
Dry field peas	.6	.6	.6	.4	.7	.5	83	83	71
Sugar, refined	97.4	95.1	96.3	97.6	98.4	98	101	103	100
Grains									
Corn products: Cornmeal	23.1	12.9	9.3	8.8	8.6	8.5	37	66	99
Corn sirup	7.7	9.9	8.8	9.0	9.0	9.0	117	91	100
Cornstarch	1.3	1.8	1.8	1.8	1.8	1.8	138	100	100
Corn sugar	2.7	4.2	3.7	3.7	3.7	3.7	137	88	100
Breakfast cereals	1.6	1.5	1.7	1.7	1.7	1.7	106	113	100
Hominy	1.4	2.8	2.4	2.3	2.2	2.2	157	79	100
Oat food products	3.9	3.3	3.2	3.2	3.2	3.2	82	97	100
Barley food products 7/	1.4	1.6	1.1	1.1	1.1	1.1	79	69	100
Wheat: Flour 8/	160	137	126	123	121	119	74	87	98
Breakfast cereals	3.3	3.2	2.9	2.9	2.8	2.8	85	88	100
Rye flour	2.3	1.4	1.4	1.4	1.3	1.3	57	93	100
Rice, milled	5.8	4.9	5.3	5.4	5.3	5.3	91	108	100
Beverages									
Coffee 9/	14.0	18.2	14.8	15.3	15.7	15.8	113	87	101
Tea	.7	.6	.7	.6	.6	.6	86	100	100
Cocoa beans	4.4	4.1	3.9	3.8	4.0	4.1	93	100	102
Peanuts (shelled)	4.3	4.4	4.1	4.1	4.5	2/	---	---	---

1/ Quantity in pounds except for eggs which are stated in number. Data on calendar year basis except for dried fruits, which are on pack year basis; fresh citrus fruits, dry field peas, and peanuts on a crop year basis; rice on August 1 year; and canned fruit and vegetables on pack year basis in 1935-39. All years begin in year indicated except for fresh citrus, which begins in October of the previous year, and rice, which begins in August of previous year. Incorporates changes resulting from the 1954 Census of Agriculture and 1954 Census of Manufactures and the use of population estimates not adjusted for underenumeration. 2/ Not available. 3/ Excludes canned food products containing small quantities of fish, such as clam chowder, etc. 4/ Computed from unrounded data. 5/ This series covers total commercial production for sale as fresh, both for shipment to distant markets and for local markets. Excludes farm garden output for farm household use. 6/ Average 1937-39. Data prior to 1937 are not available. 7/ Barley used for food products in terms of malt equivalent. 8/ Includes white, whole wheat, and semolina flour. 9/ Green bean basis.

Population estimates used to obtain per capita consumption figures are official Census estimates of civilian population adjusted for military personnel eating out of civilian supplies.

were up. The sharpest increases over the first half of 1956 were made by meats, food fats and oils, and beverages. Meat prices in early were the lowest for that period since 1950 because of heavy supplies.

During the second half of 1957 food supplies are expected to total fairly close to the high level of a year earlier. With consumer demand likely to be maintained at a high level and marketing charges to continue to advance, prospects are that retail food prices will remain higher this summer and early fall than last. For individual foods variations from the current price level will reflect mainly seasonal changes in supply.

Economic activity, employment and the flow of income to consumers are expected to be sustained at a high level this summer and fall. Consumer spending for food, other goods, and services is likely to remain higher than in the last half of 1956. To a considerable extent this will reflect the higher price level. Compared with a year earlier, the pattern of consumer expenditures among durable goods, nondurable goods and services during the second half of 1957 may be about the same as for the first six months.

COMMODITY REVIEWS

Meat

Civilians are expected to have a little less meat per person this summer and fall than last. Prospects are for meat supplies to be slightly lower than in the same seasons of 1956 because of likely reductions in output of both beef and pork. In addition, the movement of pork into storage this fall may be above the relatively low volume of a year earlier. Available supplies of meat are not expected to be affected appreciably by changes in net imports or by military takings in the coming months. Retail prices will remain seasonally higher this summer. In the fall, pork prices will decline seasonally but both beef and pork will likely average somewhat higher than in fall 1956.

Meat consumption per person in 1957 is expected to total 159 pounds, 8 pounds below the 1956 record rate. During the first half of this year, consumption was almost 5 pounds lower, with the reduction principally in pork. A smaller decline from the year earlier rate is expected in the second half of 1957, with the largest part in beef.

Beef production during the first half of 1957 totaled about the same as a year earlier. Slaughter of fed cattle -- from which the higher grades of beef are obtained -- was almost as large, but slaughter of cows was greater. Beef production is expected to be nearly as large this summer as last because of the likely continued heavy slaughter of fed cattle, but probably will run below the rate of a year earlier during the fall. Because of improved range and pasture conditions resulting from the rain and snow earlier in the year, the volume of grass cattle marketed in the coming months for slaughter seems certain to be well below last summer and fall when drought stimulated marketings.

Retail prices of Choice grade beef, currently above a year earlier, may hold relatively steady through the fall. This is in contrast to the sharp rise and subsequent decline last summer and fall. The reduced supplies of the lower grades of beef in prospect will have a strengthening influence on prices of all grades.

Supplies of pork will likely continue a little below last year during the summer and early fall. Reduced hog marketings probably will be only partly offset by somewhat higher average slaughter weight.

Supplies of hogs for slaughter beginning in late summer will be mainly from this year's spring pig crop, which was virtually the same size as the 1956 spring crop. Last year's unusually early rate of hog marketing is not likely to be repeated this fall, and the number slaughtered is expected to average slightly less than last fall until about December.

Retail pork prices thus far in 1957 have been above those in the same periods of the last two years. They are expected to continue higher in the coming months though the difference will narrow. The seasonal price decline this fall may be moderated by a heavier into-storage movement of pork than last fall.

Production of lamb and mutton during the remainder of the year, though increasing seasonally, may be no larger than in the corresponding part of 1956. Retail prices of lamb may weaken a little more as slaughter increases seasonally, but with supplies of lamb and mutton and competing meats likely to be lighter, lamb prices may average near or slightly above the year-earlier levels.

Fishery Products 1/

Per capita civilian consumption of fishery products during the next several months is expected to be close to the year-earlier rate. Judging from the wholesale level in primary markets, retail prices have averaged somewhat higher thus far this year than last and are expected to continue higher this summer.

Commercial landings of edible fish and shellfish through mid-1957 were a little lower than a year earlier. Decreases were indicated for tuna and several other important species of fish and shellfish.

Freezings of edible fishery products in the continental United States through midyear totaled around 98 million pounds. This was 2 percent less than a year earlier. May was the only month in which freezings were higher

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1/ Prepared in cooperation with the Fish and Wildlife Service, U. S. Department of the Interior.

this year than last. July 1 cold-storage holdings of edible fishery products, at 121 million pounds, were about as large as on the same date last year. Stocks of these frozen commodities will trend upward during the remainder of 1957 as supplies are built up for distribution during the seasonally low production period next winter.

Through early spring, imports of major fishery products were a little lower than in the same part of 1956. The percentage declines for major canned products and for frozen fillets and blocks were about the same. For fresh and frozen products other than fillets and blocks the total was about as large as a year earlier.

Canned fish exports, the major group of domestic edible fishery products sold abroad, were much lower through early spring this year than last. The reduction in tonnage was mainly in canned California sardines (pilchards), the pack of which was very poor last year.

Poultry and Eggs

Supplies of chicken meat this summer will be larger than in recent months but will not differ substantially from last summer. Chick placements indicate that marketings of commercial broilers in the third quarter this year will be slightly above the third quarter of 1956. Marketing of farm chickens, while increasing seasonally, will be much smaller than in July-September 1956 because the replacement hatch for laying flocks in the first five months of 1957 was 20 percent below a year earlier. The reduction in replacement chickens will encourage a longer retention of layers now on farms, thus reducing market supplies of hens.

Broiler prices during the remainder of the summer may continue near present levels. Demand for broilers usually strengthens during the summer, and prices for red meats probably will be somewhat higher than last summer. Favorable current prices to broiler producers, however, have encouraged placements leading to marketings in the fall greater than a year earlier. Since demand will be weakening seasonally at that time, some decline in prices from present levels is likely. Noticeably smaller egg supplies in the remainder of this year than in 1956 are indicated by the reduction in replacement chicks being raised. Supplies in the summer will be at about last year's level, but will fall progressively below a year ago in the last quarter.

Storage stocks of shell eggs on July 1, 1957 were the second largest since 1952, and commercial production of frozen eggs was almost up to year-ago levels. Under the egg purchase program terminated in June, the Department of Agriculture purchased spring-time eggs for the first time since 1952. In February-June, diversion to storage and sale to the Government accounted for about 6 percent of the 76 million cases of eggs produced on farms.

Retail egg prices have been 15 percent below a year earlier so far this year but by late summer they may be above a year earlier. Anticipation of the sharp decline in production this fall may be reflected in rising prices before the production cut occurs.

The 1957 turkey crop will exceed the 1956 record of 77 million birds raised. Even if poult hatchings in July and August are moderately below the 1956 level, hatchings during September 1956-August 1957 are likely to exceed a year earlier.

Turkey slaughter in the larger commercial plants, through mid-1957 has been 52 percent higher than in the same period of 1956, and storage stocks are more than double a year earlier. In early summer, retail prices of small turkeys in East Coast chain stores were below 1956 holiday price levels. Marketings this fall will show a much smaller increase over a year earlier than they have so far this year. With demand increasing as the holidays approach, retail prices this fall will hold at about present levels. Current supplies indicate that the consumption rate for the year as a whole will be well above 1956, and an all-time record.

On July 17 the Canadian Government announced an embargo for an indefinite period on turkey and fowl imports. This action was taken to implement the Dominion's price-support programs for these classes of poultry. In 1956 total Canadian imports of all dressed poultry were about 22 million pounds, of which slightly more than half were turkeys.

Dairy Products

Current prospects point to a larger supply of dairy products this summer and fall than last, because of a higher level of milk production. Civilian consumption of dairy products per person, milk-equivalent, is likely to differ little from that of the second half of 1956. The excess of production over current consumption from commercial sources will be purchased by the U. S. Department of Agriculture under the price-support program, and be available for distribution to the domestic school-lunch and other eligible programs. Retail prices of dairy products during the second half of 1957 are expected to remain slightly higher than a year earlier.

Milk production in 1957 is expected to exceed the record 125.7 billion pounds of last year. During the first half of this year, output continued a little above that in the same months of 1956. Prospects are for continued heavier production than a year ago in the coming months. As of July 1 pasture and hay conditions were considerably better than on the same date last year, and supplies of feed concentrates are large. The price relationship between concentrates and milk is expected to be at a level favorable for dairying.

Civilian per capita consumption of dairy products in 1957 is expected to closely approximate the 1956 rate. In the first 6 months, the increase over a year earlier in use of fluid whole milk was smaller than in the preceding year. This probably reflected in part a slower rate of expansion of the special milk program. The increase in fluid whole milk sales in "Federal Order" markets probably was little, if any, more than the increase in civilian population. Sales of fluid skim milk products (plain and special skim milk flavored dairy drink, and butter milk) continued to show a substantial increase over a year earlier. For several manufactured dairy products, changes in the rate of consumption have been relatively small. Butter and ice cream consumption rates were down some from a year earlier.

Thus far in the current marketing year, which began last April, the Government's price-support acquisitions of butter and nonfat dry milk have been about as large as a year earlier. But cheese purchases have been considerably larger. Government-owned stocks of dairy products are increasing seasonally, and as a group are above the year-ago level.

Fats and Oils

Supplies of food fats and oils are expected to continue at a high level in coming months. Indications are that civilian consumption during the first half of 1957, as measured by disappearance into civilian distribution channels, did not equal a year earlier, but some increase is expected during the remainder of 1957. For the year as a whole, consumption per person probably will average a little below 1956. Retail prices of fats and oils food products averaged somewhat higher during the first half of this year than last. They will likely continue above a year earlier at least through the summer, though probably not by as much as during the first six months of 1957.

Data on primary movement into civilian markets indicate that the consumption rate of margarine and "direct-use" lard in the first half of 1957 was about the same as a year earlier. Total use of lard -- direct and indirect -- was higher. Some decline was indicated for cooking and salad oils, shortening, and butter. However, actual consumption probably did not decline as much as the primary market data show because of the use of stocks in "unreported" positions. Last year, actual consumption probably was lower than indicated because part of the sales by primary distributors likely went to building up stocks held by wholesalers, other secondary distributors, and food processors.

The pattern of civilian consumption of food fats and oils in the second half of this year is expected to parallel closely that in the first half. In addition, "unreported" stocks probably will be less important as a source for these items for immediate consumption than they appear to have been earlier in 1957.

The seasonal downturn in lard production will soon end. Output in the second half of this year is expected to total no higher than in the same part of 1956. Fewer hogs may be slaughtered but weight will average heavier. Production of butter in the last half of 1957 probably will be close to that of a year earlier. Crushings of the large crop of oilseeds in prospect will expand seasonally in the fall.

Exports of food fats and oils (excluding butter but including the oil equivalent of oilseeds) were record large during the first half of the 1956-57 marketing year. They are expected to continue high in the second half, though they may not equal the volume of the first half. For the year as a whole, they may total close to those in 1955-56. Shipments abroad of soybeans and peanuts (in oil equivalent) and both soybean and peanut oil this year are expected to be up enough over those of last year to about offset reductions for lard and cottonseed oil.

Peanut supplies in the 1957-58 marketing year, which begins in September, are expected to continue much larger than needed for domestic use and exports. During the 1956-57 marketing period, apparent civilian per capita consumption of shelled peanuts was somewhat above the relatively low rate of the preceding year. Retail prices of peanut butter, the only peanut product for which BLS obtains such data, averaged a little lower than a year earlier in the 1956-57 marketing year.

Fruit

Supplies of fresh fruit are expected to total a little larger this summer and early fall than last. Overall supplies of processed fruits during most of the summer also are likely to exceed those of a year earlier but the quantity available later will depend partly on the size of the 1957 packs. Retail prices for most fresh fruits this summer probably will be close to those of last summer, but those of frozen juices are likely to continue lower.

As of early July, prospects pointed to a much heavier harvest of sweet and sour cherries this year than last; moderate increases for apricots, apples, and strawberries; and a smaller increase for pears. There may be somewhat less peaches and grapes and considerably less plums and prunes produced this year. Even though the final outturn of some of these crops will depend on growing and harvesting conditions, current prospects appear favorable for large supplies of fresh deciduous fruits this summer.

The crop of California Valencias, which provides most of the oranges sold for fresh use during the summer and early fall, is expected to be a little smaller than last year. However, total supplies of fresh oranges during the third quarter probably will be at least as large as a year earlier. Marketings of both Florida and early-season California Valencia oranges were lighter this spring than last, and exports may not equal the heavy volume exported during summer 1956. More domestic fresh lemons and limes will be available this summer and early fall because of larger crops than in 1956. Production of limes in Florida has been trending sharply upward in recent years.

Large supplies of many canned fruits from the record 1956 pack will continue available this summer. Reports from processors indicate that their total holdings of 9 canned fruits were more than half again as large this June 1 as last. Substantial increases for canned peaches, fruit cocktail, pears, purple plums and applesauce much more than offset noticeable reductions for apricots, sweet cherries and red sour pitted cherries. Stocks of canned apples were only a little larger than a year earlier. Not included in the above total are canned citrus sections and salad, of which holdings by Florida packers were noticeably smaller than in early July 1956. Prospects are for somewhat larger packs of canned apricots and cherries this year than last, while those of most other fruits may be somewhat smaller--though still sizable.

Somewhat more frozen juices are available for consumers this summer and early fall than last because of the larger supplies of frozen orange juice concentrate on July 1. Output of frozen orange juice in Florida in 1956-57 was a little larger than a year earlier. Marketings were up some from 1955-56, but not enough to offset the increased carryover last fall plus the increase in output this season. Therefore, cold-storage holdings of frozen orange juice, mostly concentrate, were about 7 percent greater this July 1 than last.

Total supplies of frozen deciduous fruits and berries probably will be at least as large this summer as last. Cold-storage stocks of these commodities on July 1 were a little larger than on the same date in 1956. The quantities available to consumers during most of the year beginning in late summer will depend on the size of the 1957 pack. Prospects are for a large total output of frozen deciduous fruits and berries this year. However, the strawberry pack may not reach the record volume of 1956.

Dried fruit supplies this summer, when the 1956-57 marketing season closes, will be sufficiently large to meet anticipated domestic and export needs. Current indications are for a somewhat smaller pack of dried fruit in 1957-58 than in 1956-57. Prospective production in California of prunes for drying is about 11 percent smaller than in 1956. In addition, production of raisins will likely be smaller than last year since the crop of raisin variety grapes in California this year is indicated to be more than 10 percent less than the corresponding 1956 crop. Most of the dried prunes and raisins are produced in California. Last year these two items comprised over 4/5 of the total dried fruit output.

Vegetables

Prospects are for about the same supplies of fresh vegetables and moderately more cantaloups, watermelons, and potatoes this summer than last. Processed vegetables will continue in heavy supply, but sweetpotatoes are expected to be in slightly lighter supply than last summer. If these prospects materialize, retail prices of fresh and processed vegetables are expected to average about the same this summer as a year earlier. Sweetpotatoes are expected to be a little higher in price than a year earlier. Potato prices are currently below a year ago and prospects are for continued plentiful supplies in the next few months.

Production indications as of July 1 pointed to about the same aggregate supplies of fresh vegetables this summer as a year earlier. Among the more important items, substantial increases are expected for early summer onions and peppers, and slight to moderate increases are in prospect for summer celery and cucumbers. About offsetting these increases are indicated substantial reductions for summer lima beans, carrots, cauliflower, eggplant and spinach, and moderate reductions for beets, cabbage, escarole and lettuce. Production of early summer tomatoes, and summer snap beans and sweet corn is expected to be about the same as a year earlier. Prospective production of watermelons for summer harvest is 5 percent above that in 1956, and combined tonnage of early and mid-summer cantaloups is up 4 percent.

During the first half of 1957 supplies of fresh vegetables totaled moderately below those of a year earlier. This was mainly the result of unfavorable weather conditions during winter and early spring. With about the same crop in prospect this summer as last, if weather is average, supplies in the last half of the year probably will be near those in the same part of 1956. For the year as a whole, however, total supplies are expected to be a little smaller than last year.

Supplies of processed vegetables during the 1957-58 marketing year are expected to continue large because of the probable heavy carryover from the preceding year. Total production may fall below last year's high level since the indicated acreage of vegetables for processing is 4 percent less than last year, and yields of a number of important crops probably will be below the high levels of 1956. Retail prices of the 1957 packs are expected to be a little higher than a year earlier because of higher processing and marketing costs and the continued high level of consumer purchasing power.

Civilian consumption of canned vegetables per person in 1957 is expected to continue at the near record level of 1956. The frozen vegetable consumption rate is likely to set a new record.

Indicated production of summer potatoes is moderately smaller than last year. But there was more overlap of supplies from the larger late spring crop. Also, potatoes have been moving into a market in which distribution pipelines are better supplied than a year earlier, with less potatoes required for restocking. Thus, as many potatoes may be available at the consumer level this summer as last. Although the acreage for fall harvest this year is slightly smaller than last, supplies this fall should be more than sufficient to maintain civilian consumption close to the year earlier rate. Potatoes from the 1956 fall crop were in surplus throughout the marketing season and large quantities were diverted to nonfood uses.

Per capita consumption of potatoes for the year as a whole is expected to average a little higher this year than last, when supplies were relatively light during late spring and early summer. Retail prices of potatoes during the first half of 1957 averaged lower than a year earlier because of relatively large supplies.

Early production prospects are for a sweetpotato crop of 16.6 million hundredweight this year. Such a crop would be a little smaller than in 1956 and the smallest since 1952. The small crop in prospect is expected to result in somewhat higher retail prices for sweetpotatoes during the 1957-58 marketing season than a year earlier. Consumption of sweetpotatoes in calendar year 1957 is expected to be somewhat lower per person than last year.

Supplies of dry edible beans and peas are expected to be smaller than the heavy supplies available in the 1956-57 marketing year. Prospective 1957 production of dry beans is slightly smaller than in 1956, and that of dry field peas is a third below the high level of a year ago. However, with carryovers from the 1956 crop likely to be substantial, total supplies of both beans and peas will continue above domestic and normal export requirements. Nevertheless, with smaller supplies available than in the previous season, retail prices of beans are expected to average moderately above those of a year earlier.

Cereal Food Products

Cereal food products continue in abundant supply. Retail prices of these commodities are expected to average higher than a year earlier because of increased processing and distribution costs.

The supply of wheat in the year ahead is expected to be moderately smaller than in the marketing year ended June 30, but still greatly in excess of anticipated domestic use and exports. The reduction is due to a much smaller carryover, reflecting record exports, and a 6 percent smaller crop than in 1956. U. S. civilian per capita consumption of wheat products in 1957 is expected to be down slightly from last year's rate, continuing the long-term downward trend.

Rice will be in substantially smaller supply than in 1956-57. The carryover is expected to be less than half as large as a year earlier because of the very heavy exports. The prospective rice crop is almost a fifth smaller this year than last year's crop. Even so, supplies in 1957-58 will continue large and substantially exceed anticipated domestic demand. Continued heavy exports in the year ahead, however, are expected to reduce carryover stocks on August 1, 1958. Rice consumption by civilians in the marketing year now ending was at the same per capita rate as in 1955-56.

A little less corn and more oats and barley are in prospect for 1957-58 than a year earlier. As of July 1, indications were for a 13 percent smaller corn crop this year than last and for increases for the other 2 grains. The carryover of corn at the end of the current marketing period is expected to be almost 25 percent larger than a year earlier.

Civilian per capita consumption of most food products made from corn, oats and barley probably will continue in 1957 at about the same rate as in 1956.

Average retail price of corn flakes was 6 percent higher in May this year than last. The average price of rolled oats was up 14 percent,reflecting in part higher oat prices in recent months than a year earlier. Processing costs for both products have been rising in recent years.

Revised estimates of cornmeal consumption, based on the 1954 Census, indicate that cornmeal consumption per capita has continued its downward trend since 1948. The per capita rate fell from 12.8 pounds in 1948 to below 9 pounds in 1956 (table 3). Most of the reduction has come in consumption by farm households producing their own cornmeal. Commercial processing of cornmeal has been about constant. So, with population increasing, per capita consumption of purchased cornmeal has also declined.

Sugar

Through June, domestic marketings of sugar by primary distributors totaled almost as large as a year earlier. The moderately lower primary movement in the first 4 months of 1957 was about offset by much heavier marketings this May and June than last. The decline during the early part of the year was due mainly to use of stocks accumulated in 1956 by industrial users, wholesalers and retailers. Thus, civilian consumption of sugar was more stable than marketings by primary distributors would indicate. For the year as a whole, civilian consumption of sugar is expected to average around 98 pounds (refined basis) per person, slightly less than in 1956.

The marketing quota for sugar in 1957 was originally set at 8,800,000 tons (raw value). The quota has been increased 3 times in an attempt to maintain sugar prices at a stable level and now totals 9,300,000 tons. The retail price of sugar through June continued to trend upward, reaching the highest level for each month since 1920. Recent declines in raw sugar prices may have a tempering influence on retail prices of the refined product. During the first half of 1957, raw sugar prices in the United States remained below those on the world market.

Dietary Levels of Households in the United States, 1955 Household Food Consumption Survey Report No. 6, March 1957, and three regional reports in the series, No. 7-9, May 1957, are available from the Office of Information, the United States Department of Agriculture, Washington 25, D. C. The regional dietary levels report for the West, Report No. 10, is in press.

RECENT ARTICLES AND REPORTS BASED ON THE 1955 HOUSEHOLD FOOD CONSUMPTION SURVEY REPORTS [1]

"Consumption of Vegetables by Region, Urbanization, and Family Income, Spring 1955," The Vegetable Situation, TVS-125, July 26, 1957, pp. 21-25. [2]

"The National Food Survey of the United Kingdom and Comparisons with Other British and American Food Data" by Marguerite C. Burk, Agricultural Economics Research; Vol. IX, No. 3, pp. 73-87. [2]

Schedule Used in the Survey of Food Consumption of Households in the United States, Spring, 1955, AMS-200, United States Department of Agriculture (Washington, D. C. July 1957).

"Dairy Products in the Family Food Budget," Agricultural Research, Vol. 5, No. 12, June 1957, p. 10. [3]

"Consumption Patterns for Dairy Products," by Thomas J. Lanahan Jr., Agricultural Marketing, Vol. 2, No. 6, June 1957, pp. 11-12. [2]

"How're We Doing -- NUTRITIONWISE?" Agricultural Research, Vol. 5, No. 11, May 1957, pp. 12-13. [3]

"Introduction to 1955 Household Survey Data on Eggs," by Marguerite C. Burk, The Poultry and Egg Situation, PES-189, May 20, 1957, pp. 13-19. [2]

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[1] See the National Food Situation, NFS-80, April 1957, for earlier articles and speeches. Excludes those published in the National Food Situation.

[2] Available from the Marketing Information Division, Agricultural Marketing Service, United States Department of Agriculture, Washington 25, D. C.

[3] Available from the Information Division, Agricultural Research Service, United States Department of Agriculture, Washington 25, D. C.

FOOD CONSUMPTION OF HOUSEHOLDS IN THE NORTHEAST [1]

Households in the Northeast had much higher consumption rates per person than in other regions for lamb, veal, and seafood in the spring of 1955, but were quite low in the use of pork, flour and cereals, fats and oils, and sugar and sweets. These findings are from the USDA's nationwide household food consumption survey. [2]

This region constituted almost a third of the U. S. food market, although only a little more than a quarter of the population lived there. The Northeast consumes considerably more food than it produces.

Households in the Northeast purchased a greater share of the food used at home than those in other regions. Part of this was due to the large proportion of the households located in urban areas. But in northeastern rural households, home production of food was relatively less significant as a source of food.

Northeastern Food Consumption Rates

The Northeast led all other regions in the consumption rates for lamb and mutton, veal, seafood, chicken, cheese [3], fruit juices, and bakery products other than bread. In addition, consumption rates in this region were above the U. S. average rates for frozen vegetables, fluid whole milk, potatoes, fresh fruits, and bread (table 4).

Northeastern households ranked lowest on pork, eggs, flour and other cereal products, fats and oils, and sugar and sweets. Their consumption rates were close to the U. S. averages for beef, ice cream, fresh vegetables, vegetable juices, canned fruits, and canned vegetables. [4]

These rankings generally held for each of the urbanization groups but some did vary (table 4). Income, availability of foods (seasonality, etc.), extent of home production, household composition, and other such factors contributed to the differences for the urbanization groups.

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[1] By Thomas J. Lanahan, Jr., Statistical and Historical Research Branch, AMS.

[2] Based on data from Report Nos. 1-5, 1955 Household Food Consumption Survey. The northeastern region is made up of those States from Pennsylvania and New Jersey northward to the Great Lakes and Canada. Other regions in the comparison are North Central, South and West.

[3] Excluding cottage cheese.

[4] For a similar comparison in other regions see the following articles in previous issues of The National Food Situation: "Food Consumption in the South," NFS-79, February 1957, pp. 34-36, "Some Highlights of the Urban Household Market for Food," NFS-80, April 1957, p. 30, and "Food Consumption in the North Central Region," NFS-80, April 1957, pp. 47-49.

Table 4.- Consumption per person of selected foods, by urbanization group, households of 2 or more persons, in the U. S. and the Northeast, at home in a week, spring 1955 1/

Food and source	Unit	All urbanizations		Urban		Rural nonfarm		Farm	
		U. S.	North-east	U. S.	North-east	U. S.	North-east	U. S.	North-east
Meat, total 2/	Pounds	3.03	3.07	3.18	3.10	2.81	2.93	2.83	3.33
Beef	do.	1.25	1.28	1.34	1.29	1.10	1.24	1.17	1.54
Home-produced only	do.	---	---	---	---	.05	.01	.71	.88
Veal	do.	.08	.12	.10	.16	.05	.05	.02	.06
Pork	do.	1.14	.98	1.13	.95	1.13	1.02	1.21	1.16
Home-produced only	do.	---	---	---	---	.08	.04	.63	.51
Lamb, mutton	do.	.08	.18	.12	.22	.04	.08	.02	.08
Chicken	do.	.63	.68	.69	.77	.51	.47	.61	.53
Home-produced only	do.	---	---	---	---	.07	.04	.44	.34
Fish and shellfish	do.	.39	.44	.41	.47	.38	.35	.36	.35
Eggs	Dozens	.61	.56	.58	.55	.60	.54	.73	.75
Home-produced only	do.	---	---	---	---	.11	.05	.59	.58
Fluid whole milk	Quarts	3.03	3.26	2.98	3.29	2.80	3.04	3.67	4.02
Home-produced only	do.	---	---	---	---	.29	.05	3.00	3.01
Ice cream	do.	.32	.30	.34	.26	.30	.39	.32	.46
Cheese, other than cottage	Pounds	.18	.22	.19	.21	.19	.26	.16	.21
Fresh vegetables 3/	do.	2.63	2.63	2.69	2.71	2.43	2.31	2.78	2.93
Home-produced only	do.	---	---	---	---	.57	.60	1.30	1.73
Frozen vegetables 3/ 4/	do.	.14	.19	.18	.20	.10	.15	.04	.10
Canned vegetables 3/ 5/	do.	.77	.75	.82	.78	.77	.71	.56	.49
Vegetable juices 6/ 7/	do.	.18	.20	.20	.22	.15	.16	.14	.16
Potatoes, sweetpotatoes	do.	1.88	1.96	1.71	1.76	2.05	2.28	2.24	3.18
Home-produced only 8/	do.	---	---	---	---	.17	.12	.66	1.05
Fresh fruits	do.	2.83	2.91	2.87	2.74	2.72	3.16	2.81	4.01
Home-produced only	do.	---	---	---	---	.46	.34	1.02	1.05
Canned fruits 5/	do.	.45	.46	.53	.50	.39	.41	.26	.22
Fruit juices 6/ 9/	do.	.86	1.10	1.04	1.20	.69	.85	.46	.78
Flour and other cereal products	do.	1.77	1.04	1.28	.90	2.14	1.26	3.07	1.85
Bread	do.	1.41	1.53	1.49	1.48	1.43	1.63	1.07	1.61
Bakery products, other than bread	do.	.59	.68	.67	.73	.53	.60	.38	.43
Sugar, sweets	do.	1.25	.99	1.07	.85	1.34	1.23	1.79	1.80
Fats and oils 10/	do.	.89	.76	.82	.71	.94	.87	1.06	.97

1/ Derived from data in reports 1 and 2, 1955 Household Food Consumption Survey.
2/ Includes variety and luncheon meats not shown separately.
3/ Excludes potatoes and sweetpotatoes.
4/ Commercially frozen.
5/ Commercially canned. Includes baby foods.
6/ Single-strength equivalent.
7/ Commercially- and home-canned and frozen juices.
8/ White potatoes only.
9/ Commercially prepared juices.
10/ Includes butter.

"Newer" Forms of Food

Households in the Northeast apparently go in more for the "newer" forms of foods than those in other regions. For example, a greater percentage of northeastern urban households used frozen fruit and vegetable juices, fresh fruit and vegetable juices, frozen potatoes, instant coffee, and prepared and partially prepared food mixtures. This region also ranked a close second to the West in the percentage of urban households using frozen vegetables and frozen fruitades. Possibly some of these foods are marketed more extensively in the Northeast.

Dietary Levels

Diets for most households in the Northeast compared favorably with those of other regions, particularly the North Central and the West. However, a greater proportion of northeastern households in spring 1955 (22 percent) had diets which supplied less than the recommended dietary allowances for thiamine (one of the B vitamins) than those of any other region. This was the only major nutrient in which the Northeast ranked lowest among the regions. Lower consumption of pork, whole or enriched grain products, and dry beans and peas contributed to short supplies of this vitamin. Households in the Northeast were also lower on the average in the food energy content of their diets, probably due to their lower consumption rates for flour, cereals and bakery products, sugar and sweets, and fats and oils. 5/

Regional Characteristics and Probable Effects on Food Consumption

These food consumption rates are affected by a variety of economic and social factors characteristic of the region. Households in the Northeast appear to differ in some characteristics more than those in other regions. This makes the study of the region's characteristics especially important to food consumption analysis.

Degree of Urbanization

About three-fourths of the northeastern housekeeping households in the survey were in urban areas, compared with almost two-thirds for the whole country. 6/ The Northeast had only a slightly larger share of its

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5/ Dietary Levels of Households in the Northeast, Report No. 7, 1955 Household Food Consumption Survey, p. 2.

6/ The survey was limited to households in which at least one person had 10 or more meals from household food supplies during the 7 days preceding the survey interview. See Food Consumption of Households in the Northeast, Report No. 2, 1955 Household Food Consumption Survey, pp. 1 and 193.

households in the urban group than the West, but a greater proportion were in the larger cities. Only 4 percent of the northeastern households operated a farm as against 11 percent for the country as a whole.

This high degree of urbanization and the consequent high population density helps to explain greater dependency on purchased foods (see discussion of sources of foods used given below). The smaller proportion of households operating farms, the greater concentration of population (especially the low-income households) in the larger cities, and the proximity of nearly all to well-stocked food stores contribute to less reliance on home food production. With greater dependence on pruchased foods, money income available for food purchases is more important in the consumption patterns, especially for the lower-income households.

Household Size

Households in the Northeast averaged smaller than those of other regions except the West. This reflected both the smaller number of persons living in the household and a smaller proportion of the week's meals being eaten at home. 7/ Urban families of 2 or more persons in the Northeast spent 22 percent of their total food bill in spring 1955 on meals and snacks eaten away from home, the highest share among the regions. 8/ A large part of this expense was for meals eaten out, but the expense for between-meal snacks and supplements to carried lunches was much more important than in any of the other regions. In the Northeast the expense per person for food away from home increased with income, but decreased with additional persons in families, the usual pattern. The high degree of urbanization with the great density of population and the relatively larger number of adults in the Northeast also played a part in the high proportion of food eaten away from home.

Age of Population

The household population was also relatively "old," as compared to other regions. There were fewer children and more older adults (table 7). 9/ Also, 34 percent of the urban households had a wife or female head over 50 years of age, compared to 29 percent for all regions combined. 10/

7/ A larger proportion of meals eaten away from home by persons living in the household reduces the average household size which is based on the total number of meals eaten at home divided by 21.

8/ Excludes expenses for alcoholic beverages at home but includes them for food away from home. Derived from data in table 2, Report No. 2, 1955 Household Food Consumption Survey, Food Consumption of Households in the Northeast.

9/ Based on the number of meals served at home. For a more detailed breakdown of the household population by sex and age groups in each northeastern urbanization and income group, see Dietary Levels of Households in the Northeast, Report No. 7, 1955 Household Food Consumption Survey, pp. 9-13.

10/ Unpublished data from the 1955 Household Food Consumption Survey.

The combination of the smaller number of persons per household, including fewer children and more older adults, and the generally "older" households may help to explain the lower rates of consumption for foods used in home baking and greater use of items such as prepared and partially prepared food mixtures, frozen vegetables, instant coffee and frozen fruit and vegetables.

Employment of Housewives

The Northeast had a smaller proportion of wives or female heads of urban families working full time outside the home than other regions. 11/ Of those who did work, the concentration of working wives in the upper middle-income classes of the Northeast probably contributed to the greater use of frozen foods, prepared flour mixes and some other prepared foods than in the other income classes of the Northeast.

Income

The average 1954 money income for urban families in the Northeast after payment of income taxes ranked below the comparable north central and western averages but above the average income in the South. The Northeast had a greater concentration of families in the lower middle-income classes and fewer in the highest classes as compared with the North Central Region and the West. The following percentages of urban families of 2 or more persons with 1954 money incomes below the specified amounts for each of these regions illustrate this concentration:

	Under $2,000	Under $4,000	Under $6,000	Under $8,000
Northeast	6.4	36.6	75.3	90.1
North Central	5.9	29.2	66.1	84.6
West	6.6	32.1	69.9	83.8

Other Characteristics

Reports of the 1950 Census of Population yield much information on regional population characteristics which will be useful in further analysis of the 1955 survey data relating to the northeastern market. For example, national origins of the population probably affect food consumption rates. The high consumption rate for lamb and mutton in the Northeast (table 4) may be based to a considerable degree on heavy consumption by the relatively high

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11/ Ibid.

proportion of foreign-born people or of natives with foreign or mixed parentage in the region who came from the high lamb and mutton consuming countries of Europe. 12/

The USDA Institute of Home Economics, ARS, plans to publish tabular summaries of the survey data using some of the characteristics mentioned above. 13/

Shares of the Food Market

The Northeast accounted for about 31 percent of the total U. S. food market in spring 1955, considerably more than its 27 percent share of the total family population covered by the survey. Greater reliance on purchased foods and the use of more of the higher-priced foods contribute to the large share of this region in the U. S. food market. The northeastern household food market was particularly strong for meats, dairy products, and poultry. Urban families accounted for 77 percent of the food market in the Northeast even though the population in these families made up only 71 percent of the total for the region. 14/

The Northeast is dependent on other parts of the country for much of its supplies of farm foods. Farmers in this region received just 11 percent of the total cash receipts going to all U. S. farmers for farm food commodities in 1954, but total food purchases by all northeastern housekeeping families in spring 1955 accounted for about 31 percent of the dollars spent for farm foods by U. S. housekeeping families.

Sources of Foods Used

In spring 1955 households of 2 or more persons in the Northeast purchased a greater share of the food they used at home than those in any of the other regions. 15/ Of course, part of this is due to the large

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12/ U. S. Bureau of the Census. *U. S. Census of Population: 1950*. Vol. IV, *Special Reports*, Part 3, Chapter A, "Nativity and Parentage."

13/ That is, besides the standard region, urbanization group, and income class controls used in the first 5 survey reports.

14/ "Review of U. S. Food Expenditure Patterns, Spring 1955," *The National Food Situation*, NFS-78, October 1956, pp. 37 and 41 and "Release of 1955 Household Food Consumption Survey Reports," *The National Food Situation*, NFS-79, February 1957, p. 27. All references to food at home in this article exclude alcoholic beverages.

15/ Based on the total money value of food used at home (excluding alcoholic beverages) by households of 2 or more persons during a week in spring 1955. Food obtained through home production or gift or pay was valued at the average prices paid by households of the same region-urbanization group. Annual data on home food production might give a somewhat different picture because of seasonal variations. See *Food Produced for Home Use in the United States--By Region*, Report No. 12, 1955 Household Food Consumption Survey, (in preparation), table 2, for annual data on home-produced food in 1954.

proportion of their total household population in the urban group, but within each urbanization group northeastern households bought a larger proportion of their food than was the case for all U. S. households. Here are the percentages:

	All urbanization groups	Urban	Rural nonfarm	Farm
United States	89.4	96.8	87.7	55.9
Northeast	94.4	98.1	90.5	58.5

Only western rural nonfarm and farm households relied more heavily on food purchases than did the comparable urbanization grouping of households in the Northeast. Western farm households in particular produced for their own use much less of the fruits and vegetables that they used in the spring of 1955 and bought more. This was even more marked among higher-income farm households in the West. The larger scale of farming operations, the drier climate, and the greater proportion of high-income families probably accounted for the relatively high purchase rates for these households.

Although northeastern farm households bought a larger proportion of their food than did farm households in other regions, the total value per person of their home-produced food was the highest of the 4 regions. This indicates the generally high level of food consumption for this group of households.

In the Northeast, as in other regions, higher-income households bought much more of their food, absolutely and relatively, than did those with lower incomes. This pattern was repeated in each urbanization group, though it was less pronounced among farm households.

Shares of the Household Food Dollar

Meat, poultry and fish accounted for the largest share of each dollar northeastern urban households spent for food at home, 37 cents. Most of it, 27 cents, went for meat. Dairy products (excluding butter) with 15 cents out of every food dollar spent; vegetables (including potatoes and sweetpotatoes), and cereals and bakery products, each 10 cents; and fruits and nonalcoholic beverages with 6 cents each followed in importance (table 5).16/

16/ For similar data on other regions see articles in earlier issues of The National Food Situation, October 1956, NFS-78, op. cit., p. 40, February 1957, NFS-79, op. cit., pp. 32-33, April 1957, NFS-80, op. cit., p. 27 and pp. 41-43.

Table 5.- Shares of major foods and food groups in food expense for home use, households of 2 or more persons, by urbanization group, in the Northeast, in a week, spring 1955 1/

Food	All	Urban	Rural nonfarm	Farm
	Percent	Percent	Percent	Percent
Meat, poultry, fish, total	35.7	36.9	32.6	26.9
Meat, total 2/	27.0	27.3	26.4	22.3
Beef	11.5	11.8	10.8	8.3
Veal	1.4	1.6	.6	.4
Pork	8.2	7.9	9.3	8.0
Lamb, mutton	1.7	2.0	.9	.9
Poultry 3/	5.6	6.2	3.8	2.1
Fish and shellfish	3.1	3.4	2.4	2.5
Eggs	3.8	4.0	3.6	1.7
Dairy products, total 4/	15.4	15.2	16.4	12.9
Fluid whole milk	9.3	9.5	9.4	4.0
Ice cream	2.2	1.9	2.9	4.7
Cheese, other than cottage	1.9	1.8	1.8	2.5
Vegetables, total 5/	8.1	8.4	7.1	6.5
Fresh	5.2	5.6	4.2	3.9
Frozen 6/	.9	.9	.8	.6
Canned 6/	1.9	1.8	1.9	1.8
Potatoes, sweetpotatoes	2.0	1.9	2.5	2.9
Fruits, total 7/	6.2	6.0	6.4	7.5
Fresh	4.4	4.3	4.6	5.9
Canned 6/	1.3	1.4	1.3	1.1
Fruit and vegetable juices 8/	1.7	1.8	1.5	1.3
Cereals and bakery products	10.6	9.9	11.9	16.6
Flour and other cereals	3.0	2.6	3.8	6.5
Bakery products	7.6	7.3	8.1	10.1
Fats and oils 9/	4.1	3.9	4.5	5.9
Butter	2.1	2.1	1.8	2.6
Margarine	.7	.5	1.3	1.3
Beverages, nonalcoholic	5.7	5.6	5.7	7.8
Sugar, sweets	2.5	2.3	3.1	5.1
Miscellaneous foods 10/	4.2	4.1	4.7	4.9
Expense for food at home 11/	100.0	100.0	100.0	100.0

1/ Derived from data in Food Consumption of Households in the Northeast, Report No. 2, 1955 Household Food Consumption Survey. 2/ Includes variety and luncheon meats not shown separately. 3/ Mostly chicken. 4/ Excludes butter. 5/ Excludes potatoes and sweetpotatoes. Includes dried vegetables not shown separately and baby foods. 6/ Commercially prepared. 7/ Includes baby foods. 8/ Excludes home-canned or frozen fruit juices. 9/ Includes lard, other shortenings, salad and cooking oils, and salad dressings not shown separately. 10/ Includes nuts, soups, catsup, pickles, olives, puddings, prepared and partially prepared food mixtures, seasonings, etc. 11/ Excludes alcoholic beverages.

The farm household food dollar was divided among the food groups in much the same way as the urban food dollar, as indicated in table 5. But farm households spent larger shares for cereals and bakery products, fats and oils, and sugar and sweets, partly because of more home baking. Purchases of poultry, fluid whole milk, and eggs accounted for less of the farm food dollar, no doubt because of the popularity of production of these items for farm home use. Differences in income, kinds of foods purchased, and prices paid also played a part.

Consumption-Income Relationships

The average consumption rates for all households of 2 or more persons in each urbanization group (table 4) are affected by (1) the variation in consumption rates from one income class to another, (2) the distribution of households by income class, and (3) the effects of factors other than income.

Consumption Rates by Income Class

The amounts of individual foods consumed per person in northeastern urban households grouped according to their money income in 1954 provide the basis for study of possible relationships of food patterns to money income. For most individual foods, average consumption increased for successively higher income groups of households, but the rates of increase varied widely (table 6). A few actually decreased, some changed but little, while others increased at first and then decreased in the higher-income classes. 17/

Beef and pork consumption both increased with income into the middle-income range, then beef leveled off while pork decreased sharply. The use of poultry rose some with income in the middle-income range with much of the increase in turkey.

The use of fresh vegetables in the spring of 1955 increased slowly from one income class to the next higher, offsetting the decline in canned vegetables. Frozen vegetables were used much more extensively in high-income households. Consumption of potatoes and sweetpotatoes was highest in the $3-4,000 income class and dropped off to a lower level for the higher-income households.

Much more fresh fruit was consumed per person in households in the upper-income range than in those with less income, the difference being substantially greater than for fresh vegetables. Highest rates for canned fruit are found in the middle-income range. Consumption of frozen concentrated fruit juices increased sharply at first with each successively step up in income, then leveled off in the middle- and high-income groups.

17/ For similar data for other regions see April 1957, The National Food Situation, NFS-80, op. cit., pp. 28-31 and 43-47.

Table 6.- Consumption per person of selected foods, by income, urban households of 2 or more persons, in the Northeast, at home in a week, spring 1955 1/

Food item	Unit	Total 2/	1954 family money income after income taxes							
			Under $2,000	$2-3,000	$3-4,000	$4-5,000	$5-6,000	$6-8,000	$8-10,000	$10,000 and over
Meat, total 3/	Pounds	3.10	2.03	2.86	2.95	3.09	3.26	3.43	2.68	3.04
Beef	do.	1.29	.71	1.23	1.18	1.29	1.26	1.43	1.07	1.33
Veal	do.	.16	.05	.14	.15	.16	.16	.23	.17	.15
Pork	do.	.95	.80	.82	.97	.90	1.05	1.01	.87	.84
Lamb, mutton	do.	.22	.11	.21	.18	.21	.26	.27	.15	.26
Poultry, total 4/	do.	.92	.85	.75	.78	.91	.94	1.12	.97	1.08
Chicken	do.	.77	.82	.65	.69	.76	.78	.84	.73	.66
Turkey	do.	.13	.00	.07	.09	.12	.14	.26	.24	.29
Fish and shellfish	do.	.47	.57	.42	.52	.42	.37	.56	.39	.51
Eggs	Dozens	.55	.52	.52	.52	.50	.58	.59	.63	.65
Fluid whole milk	Quarts	3.29	2.60	3.25	3.24	3.65	3.52	2.97	2.96	3.18
Ice cream	do.	.26	.12	.17	.27	.26	.30	.29	.25	.27
Cheese, other than cottage	Pounds	.21	.15	.17	.19	.22	.21	.24	.19	.18
Fresh vegetables 5/	do.	2.71	2.10	2.50	2.60	2.59	2.98	2.84	2.65	3.02
Frozen vegetables 5/ 6/	do.	.20	.11	.07	.17	.21	.20	.24	.24	.39
Canned vegetables 5/ 7/	do.	.78	.63	.92	.87	.85	.83	.62	.71	.47
Potatoes, sweetpotatoes	do.	1.76	1.69	1.89	2.02	1.71	1.66	1.78	1.42	1.70
Fresh fruit	do.	2.74	2.50	2.37	2.60	2.50	2.57	2.90	3.28	3.37
Canned fruit 7/	do.	.50	.38	.43	.51	.49	.57	.53	.47	.40
Frozen concentrated juices 8/	do.	.16	.13	.10	.12	.18	.20	.17	.19	.15
Flour and other cereal products	do.	.90	.91	.95	.98	.86	.95	.92	1.01	.70
Bakery products	do.	2.21	1.76	2.22	2.18	2.20	2.47	2.47	1.95	2.12
Sugar, sweets	do.	.85	.83	.89	.93	.80	.83	.93	.99	.87
Fats and oils, total 9/	do.	.71	.60	.67	.76	.66	.73	.75	.79	.82
Butter	do.	.25	.21	.21	.23	.22	.25	.24	.29	.33
Margarine	do.	.15	.13	.22	.16	.15	.15	.17	.10	.14
Average 1954 money income after income taxes	Dollars	5,086	1,360	2,519	3,514	4,500	5,421	6,830	8,888	14,324
Distribution of households by income class 10/	Percent	100.0	6.4	9.8	20.4	24.3	14.5	14.8	4.8	5.0

1/ Based on data from Food Consumption of Households in the Northeast, Report No. 2, 1955 Household Food Consumption Survey.

2/ Includes data for households not reporting income.

3/ Includes variety and luncheon meats not shown separately.

4/ Includes small amounts of other poultry not shown separately.

5/ Excludes potatoes and sweetpotatoes.

6/ Commercially frozen only.

7/ Commercially canned only.

8/ Single-strength equivalent. Commercially frozen juices.

9/ Includes lard, other shortenings, salad and cooking oils and salad dressings not shown separately.

10/ Excludes households not reporting income.

Middle-income households used more fresh fluid milk per person than households with less than $4,000 income, but rates of consumption in income groups above $6,000 ran lower than in the middle range of income.

The average rates of consumption per person are based on all households in the grouping, including households not using the item. Consequently, they reflect both the average quantity of the item used by users and the proportion of households using the item. Differences in the patterns of consumption for all households and for users only can be demonstrated by looking more closely at butter and margarine data for northeastern urban households. The average quantity of butter consumed per person in these households increased rather sharply with income, while margarine consumption decreased, but at a slower rate. The percentage using butter also rose with income, while the percentage for margarine went down. 18/

When the rates are converted to a per user basis, there is quite a different picture. 19/ Consumption of butter increases only slightly with income and the consumption of margarine goes down only a little. This indicates that the increase in the butter consumption rate with income was almost entirely due to more households using butter and relatively little to rising consumption rates by butter users. The decrease for margarine in relation to income was due mostly to fewer households using the item in the higher-income classes. Among those users of margarine the decrease in the amount consumed was small. Such information is an important key to market development, because, for example, it is an indicator of whether emphasis of promotion and research should be put on obtaining new customers or on cultivating households already using the product.

Distribution of Households by Income Class

Differences in the distribution of households by income class, already shown to be quite considerable among regions, are even more important among the 3 urbanization groups of the Northeast. The following percentages of households in each urbanization group with 1954 money incomes after income taxes below specified amounts illustrate such variations:

	Under $2,000	Under $4,000	Under $6,000
Urban	6.4	36.6	75.3
Rural nonfarm	12.6	44.6	82.2
Farm	29.7	69.0	87.7

18/ Data on percentage of households using an item are shown in Reports 1-5, 1955 Household Food Consumption Survey along with data on average quantity used per household and average money value of the item used per household.

19/ This conversion can be done by dividing the averages for all the households by the percentage of households using the item.

With rather wide variations in consumption rates for the various foods by income class and in the distribution of households by income class, it is obvious that consideration must be given to both of these factors in detailed analyses.

Influence of Other Factors on Consumption-Income Relationships

Data in the first 5 survey reports are sorted by region, urbanization, and income. Of course, there are other factors which affect consumption of foods, but the survey sample is not large enough for tabulation of the detailed consumption data with further subdivisions within these classifications. Despite this handicap, other data can be brought into study of the variations in the rates of consumption among households grouped by income. The survey data on household composition by sex and age groupings are an example (table 7). 20/

Meat consumption per person in the Northeast rose steadily with income up to the $8,000 level, dropped sharply for the $8-10,000 group of households, and then increased somewhat for the $10,000 and over group. Much of this drop probably was related to the larger size of households in that sample group, providing twice as many meals at home per household for children under 10 as in the $6-8,000 income group.

The close relationship between number of children under 16 and the average rate of fluid whole milk consumption appears to be more significant than income-consumption relationships. This underlines dairymen's interests in persuading adults to consume more milk.

Food Consumption of 1-person Households

The foregoing discussion has been concerned with food consumption of households of 2 or more persons. The number of 1-person households in the 1955 survey sample was not large enough to allow tabulation of that group's consumption by income class. By covering only housekeeping households, the survey excluded a relatively large number of 1-person units, particularly single men, who are no so likely to prepare the required minimum of 10 meals at home in a week. 21/ Even so, the available data provide some insight into the consumption patterns of single-person households.

Importance in Total

In the Northeast the 1-person households made up about 8 percent of all the households participating in the survey. Most of these (82 percent)

20/ See footnote 9 above.
21/ See footnote 6 above for survey eligibility requirements.

Table 7.--Distribution of persons in specified age groups, by income, urban households in the Northeast, at home in a week, spring 1955 1/

Age groups	All households	1-person households	Households of 2 or more persons by 1954 family money income after income taxes								
			Total 2/	Under $2,000	$2-3,000	$3-4,000	$4-5,000	$5-6,000	$6-8,000	$8-10,000	$10,000 and over
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.
Total persons	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Children, total	35.9	.8	36.8	27.8	35.2	42.1	42.8	37.4	31.8	36.5	32.9
3 years and under	8.4	.3	8.5	11.8	11.0	12.0	9.8	6.1	3.7	10.8	6.3
4-9 years	12.4	.1	12.9	8.1	11.5	15.1	16.1	13.8	8.2	11.7	11.2
10-15 years	10.0	.2	10.1	5.7	9.6	11.1	11.	11.8	12.1	6.3	8.6
16-20 years	5.1	.2	5.3	2.2	3.1	3.9	5.3	5.7	7.8	7.7	6.8
Adults, total	64.1	99.2	63.2	72.2	64.8	57.9	57.2	62.6	68.2	63.5	67.1
21-34 years	17.4	7.1	17.7	13.1	18.3	21.1	18.7	17.3	11.8	21.3	14.3
35-54 years	27.3	22.4	27.6	11.7	17.2	22.6	26.8	34.5	35.1	23.0	38.9
55-74 years	16.3	58.1	15.1	32.3	22.6	12.6	10.5	8.9	17.8	17.6	13.0
75 years and over	3.1	11.6	2.8	15.1	6.7	1.6	1.2	1.9	3.5	1.6	.9

1/ Derived from data in Dietary Levels of Households in the Northeast, Report No. 7, 1955 Households Food Consumption Survey, p. 11. Distributions of persons in households based on the total number of meals served at home, including, for example, children visiting in 1-person households.

2/ Includes data for households not classified by income.

were in the urban group, a larger proportion than for households of 2 or more persons (72 percent). One-member families accounted for about 3 percent of the total food market in the Northeast in the spring of 1955. 22/

One-person households are concentrated in the urban group, so this discussion can be limited to that group. About 31 percent of all the 1-person urban households participating in the survey were located in the Northeast. Almost 60 percent of these were women 55 years or older, a very much higher percentage than in any of the other regions. Also, 84 percent of all the 1-person households in the Northeast were women. 23/

Comparisons with Households of 2 or more Persons

Urban 1-person households in the Northeast spent about $1.60 more per person a week for food at home in spring 1955 than did the households of 2 or more persons. They also consumed a greater quantity per person of most of the major foods. Pork, veal, margarine, and flour and cereal products are among the exceptions.

There are many factors that probably contributed to these higher rates. In terms of average income per person, derived from the average incomes per family, the 1-person households had higher incomes. Also, some of the older people living alone probably were using some of their savings for current living expenses. The one-unit households faced certain disadvantages of small-scale cookery and most of their meals were served to adults (with larger size servings), while the larger households provided many meals for young children.

Despite their higher consumption rates, the singles had a lower percentage of households using most of the foods. This indicates that the 1-person households generally had a very much higher rate per user for a particular item than did multiple-person households. Small-scale food preparation often requires the use of a particular item for more meals in a week, with less variety. Consequently, their purchases were spread over fewer items, leading to lower percentages of households using each item in the 7 days preceding the interview.

A similar relationship also existed for food away from home. One-person families had a somewhat higher expenditure per person for food away from home, but a considerably lower percentage of these families bought meals and snacks. The expenditures for food away from home are probably made up of rather large expenditures by younger 1-person families, who eat out often, and little or no expense for food away from home by many of the older ones.

22/ October 1956, The National Food Situation, NFS-78, op. cit., p. 38.

23/ Dietary Levels of Households in the Northeast, Report No. 7, 1955 Household Food Consumption Survey, p. 11. Also see table 7 in this article for data on the distribution of 1-person households by age group.

HOUSEHOLD CONSUMPTION OF NONALCOHOLIC BEVERAGES 1/

Coffee was the leading nonalcoholic beverage consumed at home by housekeeping households in a week of spring 1955, according to the Department's nationwide Survey of Household Food Consumption. 2/ The quantity data collected in this survey did not include consumption of beverages and other foods away from home.

On a liquid basis, average consumption of coffee at home was equivalent to a little over 16 cups 3/ per person in the week reported. This was even higher than estimated beverage use of fresh fluid milk 4/ at home. The proportion of households using milk was 94 percent, compared with 91 percent for coffee. 5/ However, some of the households reporting use of fluid milk probably did not consume it as a beverage.

The quantity of tea and bottled soft drinks 6/ used at home and the proportion of households using them during the week reported on ranked below coffee and fresh fluid milk. The average purchase of tea per person was equivalent to 5 6-oz. cups. Data were not obtained on the amount of tea consumed. For soft drinks consumption averaged a little over 2 6-oz. cups. A fourth of the households reported purchases of tea.7/ About half used soft-drinks at home.

Other interesting relationships among nonalcoholic beverages developed from the survey data are:

1. Coffee is the leading beverage used per person among urban and rural nonfarm households and ranks second to fresh fluid milk among farm households.

2. More households used ground roasted coffee at home than the instant powdered product, and consumed much larger quantities of the ground roasted product per person, measured in the same terms.

1/ By Harry Sherr, Statistical and Historical Research Branch, AMS.

2/ Based on data reported in Food Consumption of Households in the United States and 4 regions (Reports 1-5), U. S. Department of Agriculture, December 1956.

3/ One cup containing 6 fluid ounces. This unit will apply throughout the discussion on nonalcoholic beverages.

4/ Includes fresh fluid whole milk, buttermilk, skim milk, chocolate milk, and flavored dairy drink.

5/ Includes a small amount of coffee substitute.

6/ Includes canned soft drinks, the production of which is relatively small. In this article, where "bottled soft drinks" are mentioned, they include the canned products.

7/ Data on tea were in terms of purchases rather than use. Therefore, percentage figures for tea in table 20 of Survey Reports 1-5, pertain to extent of purchasing, not proportion of households using the item.

3. On the average, single-person households used more coffee and tea at home per person than did households of 2 or more persons, but less fresh fluid milk and bottled and canned soft drinks.

4. About 15 percent of the total value of purchased food consumed at home in a week in spring 1955 was for nonalcoholic beverages. Purchases of fluid milk took about 60 percent of the outlay for beverages, and coffee a little over 25 percent.

5. Households in the North Central Region accounted for the largest share of the domestic market for purchased nonalcoholic beverages consumed at home. The largest share of this market for specific items was in these regions: Coffee, North Central Region; fresh fluid milk, the Northeast; tea, the South; and bottled soft drinks, the North Central Region and the South.

Data on nonalcoholic beverages obtained in the survey provide the basis for making a general appraisal of the U. S. "at home" market for this group of commodities and a guide for more specialized surveys on the subject. However, for some types of analyses the survey data on these beverages have limitations. This will be discussed in a later section.

Coffee

About 91 percent of the 6,060 households covered by the spring 1955 survey on food consumption reported use of coffee at home during the week preceding their interviews for the survey. Seventy-four percent of all households participating in the survey used ground roasted coffee, and twenty-three percent used the instant powdered product. 8/ In general, the proportion of households using coffee at home was greater at higher levels of income.

For the country as a whole, consumption of coffee at home during a week in spring 1955 averaged a little more than a quarter of a pound per person (total, on a ground roasted bean equivalent)--(table 8). On a liquid basis 9/ this was equivalent to more than 16 6-oz. cups per person, higher--both nationally and by regions--than the rate for any other nonalcoholic beverage used at home. On the average, use of roasted ground coffee per person was 6 times greater than that of the instant powdered product, on a roasted equivalent basis (table 9).

8/ The percentages are not mutually exclusive. Each includes some households which reported use of both items.

9/ Ground roasted coffee converted to a liquid equivalent on the basis of 1 pound yielding 60 6-ounce cups of beverage. Instant powdered coffee converted to a ground roasted bean equivalent on the basis of 1 pound "instant" being processed from approximately 3 pounds of roasted ground beans.

Table 8.--Consumption per person of selected nonalcoholic beverages at home in housekeeping households, by region and urbanization group, in a week in spring 1955

Region, urbanization and household size	In form as purchased						In equivalent 6-oz. cups			
		Coffee								
	Fresh fluid milk 1/	Total, roasted bean equivalent	Roasted bean	Instant powdered	Tea 2/	Soft drinks 3/	Fresh fluid milk 1/	Coffee 4/	Tea 5/	Soft drinks 3/
	Qt.	Lb.	Lb.	Lb.	Lb.	Lb.	Cups	Cups	Cups	Cups
All regions										
All urbanizations										
All households	3.30	0.27	0.23	0.012	6/0.026	0.87	17.6	16.2	5.2	2.2
1-person	2.65	.46	.32	.046	6/.039	.74	14.1	27.6	7.8	1.9
2 or more	3.33	.25	.22	.011	.026	.87	17.7	15.0	5.2	2.2
Urban										
All households	3.22	.28	.24	.013	.026	.98	17.2	16.8	5.2	2.5
1-person	2.70	.46	.29	.057	6/.047	.79	14.4	27.6	9.4	2.0
2 or more	3.24	.28	.24	.012	6/.026	.99	17.3	16.8	5.2	2.5
Rural nonfarm										
All households	3.06	.26	.22	.012	.026	.76	16.3	15.6	5.2	1.9
1-person	2.30	.45	.40	.018	.026	.62	12.3	27.0	5.2	1.6
2 or more	3.08	.25	.22	.011	.027	.77	16.4	15.0	5.4	2.0
Rural farm										
All households	4.21	.21	.19	.007	.025	.60	22.4	12.6	5.0	1.5
1-person	4.09	.32	.26	.020	.020	.68	21.8	19.2	4.0	1.7
2 or more	4.20	.21	.19	.007	.026	.60	22.4	12.6	5.2	1.5
Northeast										
All urbanizations										
All households	3.43	.27	.22	.016	.028	.90	18.3	16.2	5.6	2.3
1-person	3.14	.42	.28	.048	.058	.68	16.7	25.2	11.6	1.7
2 or more	3.44	.26	.22	.015	.027	.91	18.3	15.6	5.4	2.3
Urban										
All households	3.44	.28	.23	.016	.029	.98	18.3	16.8	5.8	2.5
1-person	3.46	.38	.23	.050	.059	.72	18.4	22.8	11.8	1.8
2 or more	3.44	.27	.23	.015	.027	.99	18.3	16.2	5.4	2.5
Rural nonfarm										
All households	3.23	.23	.18	.018	.026	.69	17.2	13.8	5.2	1.8
1-person	1.93	.53	.44	.030	.040	.63	10.3	31.8	8.0	1.6
2 or more	3.25	.23	.17	.020	.025	.69	17.3	13.8	5.0	1.8
Rural farm										
All households	4.31	.23	.19	.015	.022	.70	23.0	13.8	4.4	1.8
1-person	2.26	.53	.50	.010	.015	.28	12.0	31.8	3.0	.7
2 or more	4.35	.22	.18	.015	.022	.71	23.2	13.2	4.4	1.8
North Central Region										
All urbanizations										
All households	3.71	.29	.25	.012	.021	.92	19.8	17.4	4.2	2.3
1-person	2.84	.47	.33	.048	.038	.78	15.1	28.2	7.6	2.0
2 or more	3.73	.28	.25	.011	.020	.92	19.9	16.8	4.0	2.3
Urban										
All households	3.61	.31	.27	.012	.022	1.15	19.2	18.6	4.4	2.9
1-person	2.71	.58	.38	.065	.046	.82	14.4	34.8	9.2	2.1
2 or more	3.63	.29	.26	.009	.021	1.16	19.3	17.4	4.2	3.0
Rural nonfarm										
All households	3.50	.29	.25	.012	.025	.64	18.7	17.4	5.0	1.6
1-person	2.63	.32	.26	.020	.031	.59	14.0	19.2	6.2	1.5
2 or more	3.52	.28	.25	.011	.023	.64	18.8	16.8	4.6	1.6
Rural farm										
All households	4.38	.23	.21	.008	.015	.51	23.3	13.8	3.0	1.3
1-person	5.55	.24	.16	.025	.034	1.35	29.6	14.4	6.8	3.4
2 or more	4.38	.23	.21	.008	.015	.50	23.3	13.8	3.0	1.3

Continued -

Table 8.--Consumption per person of selected nonalcoholic beverages at home in housekeeping households, by region and urbanization group, in a week in spring 1955 -Continued

Region, urbanization and household size	In form as purchased						In equivalent 6-oz. cups			
	Fresh fluid milk 1/	Coffee			Tea 2/	Soft drinks 3/	Fresh fluid milk 1/	Coffee 4/	Tea 5/	Soft drinks 3/
		Total, roasted bean equivalent	Roasted bean	Instant powdered						
	Qt.	Lb.	Lb.	Lb.	Lb.	Lb.	Cups	Cups	Cups	Cups
South										
All urbanizations										
All households	2.79	0.22	0.19	0.011	0.034	0.87	14.9	13.2	6.8	2.2
1-person	2.26	.44	.33	.036	.027	1.00	12.0	26.4	5.4	2.6
2 or more	2.80	.22	.19	.011	.032	.87	14.9	13.2	6.4	2.2
Urban										
All households	2.43	.23	.19	.013	6/ .033	.92	13.0	13.8	6.6	2.3
1-person	2.01	.39	.21	.059	6/ .033	1.21	10.7	23.4	6.6	3.1
2 or more	2.45	.23	.19	.012	6/ .034	.92	13.1	13.8	6.8	2.3
Rural nonfarm										
All households	2.57	.23	.20	.011	.029	.90	13.7	13.8	5.8	2.3
1-person	2.36	.58	.53	.016	.016	.71	12.6	34.8	3.2	1.8
2 or more	2.58	.22	.19	.010	.030	.91	13.8	13.2	6.0	2.3
Rural farm										
All households	3.98	.18	.16	.005	.036	.70	21.2	10.8	7.2	1.8
1-person	4.23	.25	.20	.018	6/ .021	.64	22.5	15.0	4.2	1.6
2 or more	3.97	.18	.16	.005	6/ .036	.70	21.2	10.8	7.2	1.8
West										
All urbanizations										
All households	3.45	.31	.29	.006	.019	.65	18.4	18.6	3.8	1.7
1-person	2.38	.47	.37	.033	.041	.26	12.7	28.2	8.2	.7
2 or more	3.49	.30	.28	.006	.018	.67	18.6	18.0	3.6	1.7
Urban										
All households	3.29	.30	.28	.007	.020	.68	17.5	18.0	4.0	1.7
1-person	2.48	.50	.39	.036	.045	.23	13.2	30.0	9.0	.6
2 or more	3.31	.29	.27	.006	.018	.70	17.6	17.4	3.6	1.8
Rural nonfarm										
All households	3.47	.36	.34	.006	.019	.68	18.5	21.6	3.8	1.7
1-person	1.62	.37	.35	.006	.019	.44	8.6	22.2	3.8	1.1
2 or more	3.54	.36	.34	.006	.018	.69	18.9	21.6	3.6	1.8
Rural farm										
All households	4.61	.25	.23	.005	.010	.34	24.6	15.0	2.0	.9
1-person	3.61	.34	.30	.015	.000	.15	19.2	20.4	.0	.4
2 or more	4.63	.25	.23	.005	.012	.35	24.7	15.0	2.4	.9

1/ Includes fresh fluid milk (whole milk, buttermilk, skim milk, chocolate milk, and flavored dairy drinks) purchased or obtained without direct expense and used for beverage and nonbeverage purposes.

2/ Purchases, not consumption.

3/ Bottled and canned only.

4/ Converted to 6-oz. cup equivalent on the basis of 1 pound of ground roasted coffee equalling 60 cups of beverage. Instant powdered coffee converted to roasted bean equivalent on basis of about 3 pounds of roasted bean yielding 1 pound of instant product.

5/ Converted to 6-oz. cup equivalent on the basis of 1 pound of tea yielding 200 cups of beverage.

6/ Computed from unrounded data.

Table 9.--Coffee, roasted bean and instant powdered (roasted equivalent basis) consumption per person at home by housekeeping households in a week in spring 1955, by region and urbanization group

Urbanization	United States			Northeast			North Central			South			West		
	Total	Roasted	Instant 1/	Total	Roasted	Instant 1/	Total	Roasted	Instant 1/	Total	Roasted	Instant 1/	Total	Roasted	Instant 1/
	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.
All urbanizations															
All households	.27	.23	.04	.27	.22	.05	.29	.25	.04	.22	.19	.03	.31	.29	.02
1-person	.46	.32	.14	.42	.28	.14	.47	.33	.14	.44	.33	.11	.47	.37	.10
2 or more	.25	.22	.03	.26	.22	.04	.28	.25	.03	.22	.19	.03	.30	.28	.02
Urban															
All households	.28	.24	.04	.28	.23	.05	.31	.27	.04	.23	.19	.04	.30	.28	.02
1-person	.46	.29	.17	.38	.23	.15	.58	.38	.20	.39	.21	.18	.50	.39	.11
2 or more	.28	.24	.04	.27	.23	.04	.29	.26	.03	.23	.19	.04	.29	.27	.02
Rural nonfarm															
All households	.26	.22	.04	.23	.18	.05	.29	.25	.04	.23	.20	.03	.36	.34	.02
1-person	.45	.40	.05	.53	.44	.09	.32	.26	.06	.58	.53	.05	.37	.35	.02
2 or more	.25	.22	.03	.23	.17	.06	.28	.25	.03	.22	.19	.03	.36	.34	.02
Rural farm															
All households	.21	.19	.02	.23	.19	.04	.23	.21	.02	.18	.16	.02	.25	.23	.02
1-person	.32	.26	.06	.53	.50	.03	.24	.16	.08	.25	.20	.05	.34	.30	.04
2 or more	.21	.19	.02	.22	.18	.04	.23	.21	.02	.18	.16	.02	.25	.23	.02

1/ Roasted equivalent. 1 pound of instant powdered coffee is estimated to be equivalent to 3 pounds of roasted coffee bean, or to 3.6 to 3.7 pounds of green coffee beans.

One-person households used much more coffee at home per person than did larger households. This was particularly so for the instant powdered product. For the most part this pattern reflects the fact that single-person households are comprised of adults, a large number of whom are middle-age or older. Households of 2 or more persons frequently include small children. Convenience in use of instant coffee in the preparation of a cup or two of the beverage at a time probably is very important.

Regional Differences

The survey results indicate regional differences both in the proportion of households using coffee at home and the average quantity used per person. 10/ The percentage using this beverage varied from a high of 95 for households in the North Central Region to a low of 86 for those in the South. Also, relatively more households in the West (81 percent) used ground roasted coffee than did those in any other region; the proportion was lowest in the Northeast (68 percent). Instant powdered coffee was most popular in the Northeast where 31 percent of households reported use, and least popular in the South where 16 percent reported use. Differences in prevailing consumer tastes and preferences probably explain variations in use among regions. For the instant product the variations also point to differences associated with the degree of urbanization of the region and the demand for "convenience" foods. The popularity of this product in the Northeast may have been stimulated by heavier sales promotion there than in other regions.

Consumption of coffee at home per person averaged highest among households in the West (0.31 pounds, ground roasted bean equivalent) and lowest among those in the South (0.22 pounds, roasted bean equivalent). For the instant coffee alone, the consumption rate was greatest in the Northeast (0.05 pounds, roasted bean equivalent) and least among households in the South (0.02 pounds, roasted bean equivalent)--(table 9).

Farm and Nonfarm Differences

Although there was little difference by urbanization in the proportion of households using coffee at home, the average quantity used per person varied. The consumption rate for urban households in all regions combined was 0.28 pounds (ground roasted bean equivalent), compared with 0.26 pounds

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10/ The average rate of use for an item by a group of households is affected by both the proportion of households using the item and by the amount consumed by users. An example of the analysis of differences in rates between all households and users only is given in the section on consumption-income relationships in the preceding article.

Table 10.- Income-consumption patterns for selected nonalcoholic beverages used at home by north central urban housekeeping households of 2 or more persons in a week in spring 1955

Beverage	Average consumption per person	Consumption per person in households grouped by family income as percentage of average consumption 1/			
		Under $2,000	$2,000-4,000	$4,000-6,000	$6,000 and over
		Percent	Percent	Percent	Percent
Coffee:					
Ground roasted bean	0.26 lb.	112	88	100	112
Instant soluble	.009 lb.	178	104	106	97
Fresh fluid milk 2/	3.63 qt.	79	95	101	106
Soft drinks 3/	1.16 lb.	33	72	97	122
Tea	4/.021 lb.	114	114	90	100

1/ Money income after personal income taxes in 1954.

2/ Includes fresh fluid milks (whole milk, buttermilk, skim milk, chocolate milk, and flavored dairy drinks) purchased and obtained without direct expense, and used for beverage and nonbeverage purposes.

3/ Bottled and canned only.

4/ Purchased.

for rural nonfarm and 0.21 pounds for farm households (table 9). This pattern was not the same for all regions, but the rate tended to be lowest for farm households. Nonfarm households consumed more instant powdered coffee at home per person--both nationally and by regions--than did rural farm households.

Coffee Consumption Greater at Higher Income Levels

Average consumption of coffee at home per person by households of 2 or more persons tended to be greater at higher levels of income. However, the average change in consumption relative to income was not as sharp as for bottled soft drinks. By regions, the relationship between coffee use per person and income level was greatest for households in the North Central Region (table 10). The average consumption rate was highest in the West and higher at almost every level of income than in any other region. There was little if any general pattern in that region in the rate of change in coffee consumption per person with income.

For coffee, as well as for other nonalcoholic beverages used at home by housekeeping households, income is not the only factor influencing the average rate of consumption per person. Other socio-economic factors which may exert as much or more of an influence include the age composition of members of the household, the number of meals and between-meal snacks consumed at home, and consumer tastes and preferences. Price--relative to income or to prices of other foods--also has some influence on the "at-home" consumption rate of nonalcoholic beverages.

Fresh Fluid Milk 11/

This presentation on fresh fluid milk includes only the information necessary for showing its competitive relationships to coffee, tea and bottled soft drinks. A more complete discussion for fluid milk was presented in "Consumption Patterns for Dairy Products," National Food Situation (NFS-79), February 1957.

Almost 94 percent of the households participating in the Survey of Household Food Consumption in spring 1955 reported use of fresh fluid milk at home during the week preceding their survey interviews. However, if an allowance is made for the households which may not have used fluid milk as a beverage, the proportion probably is no higher than for those reporting use of coffee. 12/

An average of 3.3 quarts of fresh fluid milk per person was used during the week reported (table 8). This was equivalent to more than 17 6-oz. cups, and was 9 percent greater than the comparable units of coffee consumed in the same period. If an allowance of about 20 percent 13/ is made for fluid milk used at home for cooking and other nonbeverage purposes, per

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11/ Includes fresh fluid whole milk, buttermilk, skim milk, chocolate milk, and flavored dairy drink.

12/ Of the total households reporting use of fresh fluid milk around 95 percent probably used it as a beverage. See table 7 of Household Practices in the Use of Foods, Three Cities, 1953 (AIB No. 146), U.S.D.A., April 1956, and page 14 of Dairy Products in City Diets, Commodity Summary No. 6, (Based on Food Consumption Surveys of 1948), U.S.D.A., February 1950.

13/ Household use of fresh fluid milk for non-beverage purposes averaged about 25 percent of total usage according to: Household Practices in Use of Foods, Three Cities, 1953 (AIB No. 146), U.S.D.A., April 1956; Home Consumption of Milk (Circular 198), by Dorothy Dickins, Mississippi State College, Agricultural Experiment Station, September 1955; Dairy Products Consumption and the Market, Four Mississippi Towns (Bulletin No. 542), Mississippi State College, Agricultural Experiment Station, April 1956; "Family Use of Dairy Products," by Jessie V. Coles, California Agriculture, October 1952.

person use of fresh fluid milk was 10 to 15 percent below that of coffee. Farm household use of milk for non-beverage purposes probably exceeds the national average. 14/

Use of fresh fluid milk at home per person averaged highest for farm households--4.2 quarts, compared with 3.2 quarts for urban and 3.1 quarts for rural nonfarm households. The survey data also indicate that the average rate of consumption was higher for urban than for rural nonfarm households in the Northeast and the North Central Region. In the South and West the reverse was reported.

One-person households used 2.7 quarts of fresh fluid milk at home per person, compared with an average of 3.3 quarts in households of 2 or more persons. Probably the major reason for this difference is that multiple-person households frequently include small children. Although this consumption pattern based on major household-size group held for every region, it did not hold for each urbanization within each region. The pattern was reversed for farm households in the North Central Region and the South.

Tea

About a fourth of the households included in the survey reported purchasing tea. 15/ The amount purchased averaged less than 0.03 pounds per person, equivalent to a little over 5 6-oz. cups. 16/

Relatively more households in the South purchased tea for use at home than did those in other regions. About a third of the southern households reported purchasing tea, in the week preceding their interviews, compared with the low of 17 percent for those in the West. The earlier advent of warm weather in the South and the popularity of iced tea as a "warm weather" beverage probably explain the relatively heavy use of tea in that region.

Purchases of tea for consumption at home by southern households averaged highest at somewhat more than 0.03 pounds per person, compared with the low of around 0.02 in the West. The high rate in the South was due to larger purchases

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14/ Household use of fresh fluid milk for cooking and other non-beverage purposes by rural families in the North Central Region averaged about a third of total usage, according to Food Consumption and Dietary Levels of Families in the North Central Region, 1952, U.S.D.A., (in press).

15/ Purchases rather than consumption data were obtained because the quantity used at home generally is small, and past experience with surveys indicated that respondents had difficulty in remembering the amount actually used.

16/ One pound of tea is presumed to yield around 200 6-ounce cups of beverage.

per person by households of 2 or more persons. Purchases by single-person households there were smaller than in any other region. For this group of households, the tea purchase rate was highest in the Northeast (table 8). On the average, one-person households purchased more tea for use at home per person than did those of 2 or more persons. Again, this reflects mainly the fact that the single-person households are comprised of adults, while larger households often include small children.

There was little difference among urbanizations in the proportion of households reporting some purchase of tea for use at home. The average quantity purchased per person was the same for urban and rural nonfarm households, and moderately higher than that by farm households (table 8).

The proportion of households which purchased tea for use at home tended to be higher at successively higher income levels up to the $5-6,000 group. The average quantity of tea purchased per person trended upward concurrently. Beyond that income level they declined. The purchase rate pattern by income for households in the Northeast and South was generally similar to the national pattern. For households in the North Central Region and West there seemed to be no consistent relationship between the average quantity of tea purchased per person and the level of income (table 10). In large part this probably indicates that income has less influence on tea consumption than have other factors, reflected in consumers' tastes and preferences. Price also may be among the relatively less important factors influencing the rate of tea consumption since this commodity is generally sold at retail in rather small units.

Bottled and Canned Soft Drinks

A little more than half of the 6,060 households in the survey reported use of bottled and canned soft drinks at home during the week preceding their interviews. The proportionately greater popularity of these beverages among households of 2 or more persons (55 percent reported use) much more than offset the lesser popularity among one-person households (31 percent reported use).

Average consumption of bottled and canned soft drinks at home during the week reported on was 0.87 pounds (equivalent to more than 2 6-oz. cups 17/) per person. The rate for multiple-person households, which include children, was noticeably higher than that for one-person households (table 8).

Both the proportion of households using soft drinks at home and the average consumption rate per person in all households were about the same for all regions except the West, where they were much lower. In the West, average use at home was between 0.6 and 0.7 pounds, compared with the rate of around 0.9 pounds in other regions.

17/ Pounds of soft drinks, as published in statistical reports on the survey, converted to equivalent liquid measure on the basis of soft drinks having an average specific gravity of 1..045 and 1 pint of water weighing 1 pound.

A much larger proportion of urban households reported using bottled and canned soft drinks and the average quantity used per person was much higher than for either rural nonfarm or farm households. Both the proportion using and the average rate of use were lowest among farm households.

Both the proportion of households using bottled and canned soft drinks at home and the average quantity consumed per person in all households in the income class tended to be higher at successively higher income levels. In general the rate of increase of both the proportion using these soft drinks and the average amount used per person relative to the increase in income were greater than for other nonalcoholic beverages.

The difference in average consumption of soft drinks at home of low and high income households of 2 or more was greatest in the North Central Region and least--though still fairly pronounced--in the West (table 10). The consumption rate for these beverages at home in the South was higher at almost every income level than in the other regions. However, the average rate for the whole region was about the same as in the Northeast and North Central Region because the population in the South is more heavily concentrated in the lower income levels.

As indicated previously, income is only one among several of the factors influencing the rate of consumption of nonalcoholic beverages at home by households. However, the survey statistics indicate that for bottled and canned soft drinks the relationship between the rate of consumption and level of income probably is closer than for the other nonalcoholic beverages.

Proportion of Household Food Dollar Spent for Nonalcoholic Beverages

Expenditures for nonalcoholic beverages by housekeeping households averaged almost 15 percent of the estimated total outlays for food used at home during a week in spring 1955 (table 11, part B). On the average, about 60 percent of the beverage outlay was for fresh fluid milk, over 26 percent for coffee, 10 percent for bottled and canned soft drinks, and around 4 percent for tea.

The proportion of the "at-home" food dollar spent for these beverages was practically the same among regions. There were differences by item. Outlays for fresh fluid milk were relatively greatest in the Northeast;coffee, greatest in the North Central Region; both soft drinks and tea, relatively greatest in the South.

Regional Shares in the U. S. Household Market for Nonalcoholic Beverages

Households in the North Central Region accounted for the largest share--almost a third--of the total U. S. market for nonalcoholic beverages consumed at home in a week in spring 1955, according to estimates developed from the

Table 11.- Regional shares in the U. S. household market for selected nonalcoholic beverages, and proportion of the food dollar spent for these beverages for use at home in a week in spring 1955 1/

Regions	Commodity				
	Total	Fluid milk 2/	Coffee 3/	Tea	Soft drinks 4/
	Percent	Percent	Percent	Percent	Percent
	Section A - Percentage of household market for each commodity				
United States	100.0	100.0	100.0	100.0	100.0
Northeast	31.7	34.1	27.4	33.2	28.2
North Central	32.1	32.1	33.7	25.0	31.1
South	24.3	21.7	26.0	34.1	31.1
West	11.9	12.1	12.9	7.7	9.6
	Section B - Percentage of food dollar for each commodity				
United States	14.5	8.6	3.8	0.6	1.5
Northeast	15.1	9.6	3.4	.7	1.4
North Central	14.6	8.7	4.0	.5	1.4
South	14.0	7.5	3.9	.8	1.8
West	13.8	8.4	3.9	.4	1.1

1/ Based on food expenditures of housekeeping households for food for home use. Data used in section B computed on basis of outlays for all foods excluding alcoholic beverages. Data from 1955 Survey of Household Food Consumption.

2/ Includes purchased fluid: Whole milk, buttermilk, skim milk, chocolate milk, and flavored dairy drink used for beverage and nonbeverage purposes.

3/ Includes roasted ground coffee and instant powdered coffee.

4/ Includes bottled and canned soft drinks only.

Department's Survey of Household Food Consumption (table 11, part A). North central households accounted for about a third of the market for coffee and shared the lead with southern households (31 percent each) as a market for bottled and canned soft drinks used at home. Households in the West constituted the smallest regional sector of the U. S. market for beverages consumed at home.

Households in the Northeast made up the most important segment (34 percent) of the national market for purchased fresh fluid milk used at home. Average consumption per person of fluid milk at home is relatively high in the Northeast, a larger proportion of the population there lives in urban areas, and the proportion of fluid milk produced for own use is smaller than in other regions.

Households in the South accounted for the largest share--a little over a third--of the national market for tea purchased to be used at home. Northeastern households were a close second.

Comparisons of Nonalcoholic Beverage Consumption in Spring 1948 and Spring 1955

Households of 2 or more persons are estimated to have used much more tea and a little more bottled soft drinks at home per person in a week in spring 1955 than they did in a comparable period in 1948 [18]. Average use of fresh fluid milk was about the same in both periods, but households used much less coffee per person in spring 1955 than in spring 1948.

Calendar year data on per capita consumption of tea, coffee, and fluid milk [19] by the entire U.S. civilian population indicate quite comparable percentage changes from 1948 to 1955. These consumption data, which are regularly issued by the Department, cover all consumption, both in homes and in eating places of all kinds. The closeness of the 2 estimates of changes in consumption rates seems to indicate that the consumption rates of these beverages by persons not covered in such surveys varied in about the same degree from one spring period to the other as did the consumption rates for households of 2 or more persons.

---

[18] Estimates for spring 1948 based on data in Food Consumption of Urban Families in the United States (AIB No. 132), U.S.D.A., October 1954; data for spring 1955 are from Food Consumption of Households in the United States (Reports 1-5), U.S.D.A., December 1956. The survey made in spring 1948 included only urban households of 2 or more persons. Data from this urban survey were adjusted to cover all urbanizations on the basis of the relationships of consumption rates among households of 2 or more persons in the several urbanizations in spring 1955, and weighted by distribution of population by urbanization in spring 1948.

[19] Excluding fluid cream, but including fluid whole milk, fluid skim milk, fluid buttermilk, and fluid chocolate milk.

The quantity of tea purchased for use at home by households of 2 or more persons averaged 0.026 pounds per person in a week in spring 1955, 10 to 15 percent above the quantity estimated for a similar period in 1948. Per capita disappearance of tea in calendar year 1955 was 0.64 pounds, 12 percent above the 1948 rate.

Total coffee consumption by multiple-person households in a week in spring 1955 averaged 0.25 pounds per person, 15 to 20 percent below the corresponding rate estimated for spring 1948. The annual disappearance rates for coffee indicate a decline of comparable proportions, down to 15.3 pounds in 1955 from 18.4 in 1948. Consumption of fresh fluid milk per person in households of 2 or more in spring 1955 was 3.3 quarts per week, practically the same as in spring 1948.

The totals of individual consumption rates for the several fluid milks indicate a slight increase from 1948 to 1955, but the subdivision of fluid whole milk and cream into fluid milk and fluid cream is a fairly rough approximation. Also, consumption of milk away from home was raised slightly in the spring of 1955 by the Special School Milk Program. Accordingly, the 2 percent increase indicated by disappearance data is not at variance with the finding that consumption of fresh fluid milks per person at home was about the same in the 2 survey periods.

For bottled and canned soft drinks, estimates made by the trade indicate that consumption of these beverages per person in calendar year 1955 was 12 percent greater than in 1948. Estimates of "at home" use by households of 2 or more persons in a week in spring of each year indicate little change in the consumption rate for soft drinks in these households.

Total usage of coffee (including both ground roasted and soluble coffees) was lower in a week in spring 1955 than in 1948. Use of ground roasted coffee at home per person was about a fourth lower in a week in spring 1955 than in a comparable period of 1948. Consumption of instant powdered coffee in spring 1955 was more than 2½ times the spring 1948 rate. Because the amount of instant coffee used was very small relative to ground roasted coffee, the sharp increase in the use of the newer product between spring 1948 and spring 1955 was not enough to offset the decline in ground coffee. Increased use of the "instant" product between 1948 and 1955 probably was influenced by improvement in the product, extensive sales promotion, convenience in use, and efficiency in home usage.

Uses of these Data and their Limitations

The spring 1955 survey provided for the first time measures of housekeeping households' consumption patterns of individual nonalcoholic beverages at home--by region, urbanization and income level--as well as the basis for comparing in several ways the relationships between nonalcoholic beverages and other foods used at home. Study of these consumption patterns and their inter-relationships can yield meaningful and useful insights into the overall structure of the domestic "at-home" market for nonalcoholic beverages, as well as indicating areas for further marketing research.

Although the survey data will satisfy many research needs, they do not provide information for an analysis of the entire U. S. market for nonalcoholic beverages. Important segments of the market for beverages, such as public and private eating places, institutions, and persons not living in housekeeping households were not covered in the survey. Moreover, the data are subject to the usual limitations of results from surveys using the "recall" or memory method. For beverage data, error in reported quantity used may be a serious problem since the quantities of some beverage materials--e.g., ground roasted coffee, and instant powdered coffee--are small relative to those of other foods consumed at home. Also, beverage materials are not used in discrete units but in fractions of larger units purchased in bulk--e.g., used in fractions of a pound.

The similarity of the comparisons of per capita consumption rates for coffee, tea and fresh fluid milk in 2 periods based on data obtained from entirely independent sources: (a) the surveys conducted in a week in spring 1948 and in 1955, and (b) disappearance data for calendar years 1948 and 1955, may be a coincidence. But the housekeeping population accounts for the largest part of total disappearance and there appears to be no particular reason to expect differences in the rates of consumption between the 2 spring periods to vary substantially from those for the corresponding calendar years.

Table 12.- Production of major food commodities, calendar years, 1935-39 and 1947-49 averages, 1954-56, and preliminary estimates for 1957, with percentage comparisons 1/

Commodity	Unit	Average 1935-39	Average 1947-49	1954	1955	1956 preliminary	Preliminary estimates for 1957 2/	1957 as a percentage of 1935-39	1957 as a percentage of 1947-49	1957 as a percentage of 1956
								Percent	Percent	Percent
Meats (carcass weight)										
Beef	Mil.lb.	6,937	9,649	12,963	13,569	14,462	14,200	205	147	98
Veal	Mil.lb.	1,038	1,454	1,647	1,578	1,632	1,600	154	110	98
Lamb and mutton	Mil.lb.	870	716	734	758	741	725	83	101	98
Pork (excluding lard)	Mil.lb.	7,337	10,281	9,870	10,991	11,221	10,750	147	105	96
Total meats	Mil.lb.	16,182	22,100	25,214	26,896	28,056	27,275	169	123	97
Fish (edible weight)										
Fresh and frozen	Mil.lb.	615	706	660	695	690	3/	---	---	---
Canned 4/	Mil.lb.	337	484	460	410	441	3/	---	---	---
Cured	Mil.lb.	74	70	62	62	62	3/	---	---	---
Total fish	Mil.lb.	1,026	1,260	1,182	1,167	1,193	3/	---	---	---
Poultry and eggs										
Eggs	Mil.doz	3,335	5,086	5,402	5,404	5,494	5,400	162	106	98
Chicken (ready-to-cook)	Mil.lb.	1,730	2,753	3,743	3,583	4,199	4,270	247	155	102
Turkey (ready-to-cook)	Mil.lb.	288	492	870	817	945	1,000	347	203	106
Dairy products										
Total milk 5/	Bil.lb.	105.9	116.3	122.3	123.2	125.7	127.5	120	110	101
Cheese 6/	Mil.lb.	673	1,160	1,383	1,363	1,393	1,425	212	123	102
Condensed and evaporated milk	Mil.lb.	2,225	3,497	2,845	2,920	2,896	2,975	134	85	103
Ice cream (product weight)	Mil.lb.	1,279	2,758	2,865	3,017	3,125	3,175	248	115	102
Fats and oils										
Butter, farm and factory (actual weight)	Mil.lb.	2,195	1,611	1,628	1,552	1,558	1,575	72	98	101
Lard 7/	Mil.lb.	1,630	2,419	2,330	2,660	2,762	2,675	164	111	97
Margarine (actual weight)	Mil.lb.	372	839	1,364	1,333	1,369	1,400	376	167	102
Shortening	Mil.lb.	1,529	1,434	1,961	1,975	1,842	1,825	119	127	99
Other edible fats and oils 8/	Mil.lb.	2,157	3,912	5,495	5,949	6,421	6,550	304	167	102
Total fats and oils (fat content) 9/	Mil.lb.	5,554	7,627	9,136	9,858	10,437	10,493	189	138	101
Fruits										
Fresh:										
Citrus	Mil.lb.	6,875	8,782	7,584	7,838	7,648	7,500	109	85	98
Apples (commercial)	Mil.lb.	4,385	3,791	3,503	3,448	3,227	3,450	79	91	107
Other (excl. melons)	Mil.lb.	4,661	4,504	3,903	3,445	3,932	3,950	85	88	100
Processed:										
Canned fruit	Mil.lb.	1,710	2,597	3,028	3,452	3,607	3,450	202	133	96
Canned fruit juices	Mil.lb.	333	2,230	2,046	1,917	2,015	2,000	601	90	99
Frozen (incl. juice)	Mil.lb.	106	416	1,280	1,499	1,592	1,650	1,557	397	104
Dried	Mil.lb.	1,118	962	737	790	807	775	69	81	96
Vegetables										
Fresh vegetables and melons 10/	Mil.lb.	18,565	22,565	23,763	24,169	24,524	24,000	129	106	98
Fresh vegetables	Mil.lb.	14,980	18,504	18,986	19,117	19,912	19,450	130	105	98
Melons	Mil.lb.	3,585	4,061	4,777	5,052	4,612	4,550	127	112	99
Canned	Mil.lb.	4,034	6,088	6,733	7,116	8,824	7,480	185	123	85
Frozen	Mil.lb.	11/77	448	966	1,136	1,522	1,350	1,753	301	89
Potatoes	Mil.cwt:	213	248	220	227	244	230	108	93	94
Sweetpotatoes	Mil.cwt:	37	25	17	21	17	17	46	68	100
Dry edible beans 12/	Mil.lb.	1,360	1,854	1,694	1,665	1,711	1,670	123	90	98
Dry field peas 12/	Mil.lb.	229	401	311	253	465	310	135	77	67
Canned baby foods	Mil.lb.	37	469	683	669	683	695	1,878	148	102
Sugar, raw basis	1,000 short tons	1,948	2,065	2,610	2,386	2,510	2,670	137	129	106
Grains										
Wheat	Mil.bu.	759	1,251	984	935	997	940	124	75	94
Rye	Mil.bu.	44.9	23.1	25.9	29.1	21.6	26.4	59	114	122
Rice, milled	Mil.lb.	1,340	2,333	3,383	4,018	3,518	2,997	224	128	85
Corn, grain only	Mil.bu.	2,050	2,788	2,708	2,884	3,081	2,675	130	96	87
Oats	Mil.bu.	1,045	1,294	1,410	1,503	1,153	1,374	131	106	119
Barley	Mil.bu.	239	279	379	401	372	439	184	157	118
Peanuts, farmers' stock basis	Mil.lb.	1,230	2,128	1,008	1,548	1,602	3/	---	---	---

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1/ Calendar year basis except for fresh citrus fruit for which the season begins in the fall of the previous year; dried fruits on a pack-year beginning year indicated; rice on a marketing year ending year indicated. 2/ Preliminary estimates based on trends in livestock numbers, current or prospective rates of output, average or probable acreages and yields, and such other data or advance estimates as are available. These estimates are used only to indicate the general level of food supplies for domestic consumption for 1957, but they are based on such official estimates of production as are available at this time. Revisions will of course be made from time to time throughout the year as official indications or estimates are issued through the Crop Reporting Board of the Department. 3/ Not available. 4/ Excludes products containing small quantities of fish such as clam chowder, etc. 5/ Includes farm production of milk as reported by the Crop Reporting Board and an allowance for nonfarm production declining from 2.3 billion pounds in 1935-39 to zero in 1956. 6/ Excludes full skim, cottage, pot, and bakers' cheese. 7/ Includes amount used in manufactured food and nonfood products. 8/ Includes cottonseed, peanut, soybean, corn, edible olive, and oleo oils, oleo stock, oleostearine, and edible tallow later processed into margarine, shortening, cooking and salad oils, etc., and nonfood items. 9/ Includes butter, lard, and "other edible fats and oils." 10/ This series covers total commercial production for sale as fresh, both for shipment to distant markets and for local markets; includes quantities not harvested. Excludes farm garden output for farm household use. 11/ Average 1937-39. Data prior to 1937 are not available. 12/ Cleaned basis.

Table 13.- Retail food prices and total consumer price index, United States, 1945-55 and 1956-57 by months

(Index numbers, 1947-49=100)

Year and month	Meats 1/	Eggs	Dairy products 2/	Fats and oils 3/	Cereals and bakery products	Fruits and vegetables	Sugar and sweets	Beverages	All foods 4/	Consumer price index
1945	56	81	70	69	66	87	72	61	69	77
1946	69	83	86	84	76	89	81	68	79	83
1947	94	99	97	110	94	98	102	92	96	96
1948	106	102	106	108	103	100	98	100	104	103
1949	100	99	97	82	103	102	100	108	100	102
1950	105	85	96	80	104	98	102	153	101	103
1951	117	104	107	94	114	107	106	169	113	111
1952	116	95	112	79	117	117	106	170	115	114
1953	110	100	110	80	119	114	108	174	112	114
1954	108	84	106	84	122	112	110	207	112	115
1955	102	87	106	81	124	114	112	186	110	114
1956 5/	97	86	109	83	126	119	110	194	110	116
Jan.	93	97	107	80	124	113	109	183	108	115
Feb.	94	85	107	80	124	113	109	183	107	115
Mar.	93	85	107	80	124	115	109	188	107	115
Apr.	94	84	106	82	124	117	109	189	108	115
May	96	82	108	84	125	122	109	189	110	115
June	98	81	108	85	125	131	109	192	112	116
July	99	83	109	84	126	135	110	197	114	117
Aug.	100	86	109	84	126	121	110	198	112	117
Sept.	101	90	110	84	127	115	110	202	112	117
Oct.	101	91	111	84	127	114	110	203	112	118
Nov.	99	88	111	85	127	116	111	203	111	118
Dec.	98	84	111	85	127	117	111	202	111	118
1957										
Jan.	99	77	111	87	128	117	112	201	111	118
Feb.	101	77	111	88	129	116	112	201	112	119
Mar.	101	72	111	88	130	116	112	200	111	119
Apr.	102	72	110	87	130	119	112	196	112	119
May	104	70	110	87	130	122	113	195	113	120
June	107	69	110	87	131	127	113	195	115	120

1/ Includes chicken and fish.
2/ Includes butter.
3/ Excludes butter.
4/ Includes only foods consumed at home.
5/ Annual average computed by AMS.
Bureau of Labor Statistics.

LIST OF TABLES

Table number		Page
1	Volume of farm marketings and home consumption and per capita food consumption	2
2	Index of supply-utilization of farm food commodities	2
3	Apparent per capita consumption of major food commodities	4
4	Consumption per person of selected foods, by urbanization group, in the U. S. and the Northeast	17
5	Shares of major foods and food groups in food expense for home use, by urbanization group, in the Northeast	23
6	Consumption per person of selected foods, by income, in the U. S. and Northeast	25
7	Distribution of persons in specified age groups, by income, urban households in the Northeast	28
8	Consumption per person of selected nonalcoholic beverages, by region and urbanization group	32
9	Coffee, roasted and instant, consumption per person, by region and urbanization	34
10	Income-consumption patterns for selected nonalcoholic beverages used at home by north central urban households	36
11	Regional shares in the U. S. household market for selected nonalcoholic beverages and proportion of the food dollar spent for these beverages	41
12	Production of major food commodities	45
13	Retail food price and total consumer price indexes	46

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The NATIONAL FOOD SITUATION

NFS-82

In this issue:
World Food Situation
Food Consumption in the West
Household Use of Fats and Oils

AMS

Approved by the Outlook and Situation Board, October 22, 1957

SUMMARY

Civilian consumption of food through 1958 is expected to be close to the year-earlier per capita rate. Retail food prices until at least mid-1958 may be a little higher than in 1957, reflecting strong consumer demand, slightly lower food supplies, and somewhat higher average marketing margins for food.

Food supplies in the next several months are expected to remain adequate to maintain consumption by civilians at about the level of late 1956 and early 1957. Among the livestock products, supplies of meat and eggs through next spring will be down some from a year earlier, but there will be about as much turkey meat and lard, and more dairy products and chicken. Among foods coming from crops, supply prospects point to more fresh deciduous and citrus fruits this winter and spring than last, and about as much processed fruits and vegetables, sweetpotatoes and vegetable oils. About as large a total tonnage of fresh vegetables will be available in the several months ahead, but less potatoes, dry edible beans and dry field peas.

Large stocks of food and feed will be carried over into 1958. If weather is at least average, large food crops can be expected next year. Production of livestock products will be maintained at a high

(Continued on page 3)

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Table 1.--Volume of farm marketings and home consumption and civilian per capita food consumption, 1935-39 average, 1950-56, and preliminary estimate for 1957, with percentage comparisons 1/

(Index numbers, 1947-49=100)

Item	1935-39 average	1950	1951	1952	1953	1954	1955	1956	1957 Prel. 2/	1957 as a percentage of	
										1935-39	1956
Marketings and home consumption of all farm commodities 3/	73	99	101	104	108	109	112	117	115	158	98
Food grains 4/	54	81	77	98	96	92	81	85	79	146	93
Vegetables 5/	84	99	100	96	98	96	98	101	98	117	97
Fruits and nuts 6/	90	97	107	101	102	98	101	105	107	119	102
Sugar crops	107	116	93	94	105	117	107	107	114	107	107
Total food crops 7/	73	92	91	97	98	93	91	94	91	125	97
Meat animals	72	100	104	107	109	112	120	125	120	167	96
Poultry and eggs	63	111	118	117	118	124	122	134	137	217	102
Dairy products	88	101	99	100	104	106	107	110	111	126	101
Total food livestock 8/	75	102	105	107	110	113	117	123	121	161	98
Food marketings and home consumption	74	99	102	104	106	108	110	115	113	153	98
Civilian per capita food consumption 9/	91	100	98	100	101	101	102	103	102	112	99

1/ Indexes of volume of farm marketings and home consumption unrevised for changes based on 1954 Census of Agriculture for crops 1950 to 1953, inclusive. 2/ Estimates for 1957 are based on calendar-year quantities estimated as of October 1957. 3/ Food and nonfood items. 4/ Wheat, rye, rice, and buckwheat. 5/ Truck crops for fresh use and processing, potatoes, sweetpotatoes, dry edible beans, dry field peas, mung beans. 6/ Except peanuts. 7/ In addition to the crops listed above, includes peanuts, peppermint, popcorn, spearmint, and vegetables grown under glass. 8/ Also includes honey, but excludes turkey hatching eggs. 9/ Incorporates revisions stemming from the 1954 Census of Agriculture, the 1954 Census of Manufactures, and the 1955 Survey of Household Food Consumption.

Table 2.--Index of supply-utilization of farm food commodities, 1935-39 and 1947-49 averages, and 1947-57 1/

Year	Production	Imports	Stock change 2/	Total utilization	Domestic use				Commercial exports and shipments to Territories 5/	Department of Agriculture export program		
					Food		Nonfood 4/	Total		Stock change 6/	Deliveries 7/	Net purchases 8/
					Civilian	Military 3/						
				Section a. Percentage of total utilization in each year								
1935-39	93.9	8.2	-2.1	100.0	67.8	---	30.1	97.9	2.1	---	---	---
1947-49	95.5	6.5	-2.0	100.0	64.8	2.7	27.8	95.3	2.8	---	1.9	1.9
1947	91.6	6.0	2.4	100.0	64.1	2.4	27.6	94.1	3.3	0.4	2.2	2.6
1948	100.4	6.8	-7.2	100.0	65.7	2.9	27.4	96.0	2.4	-.2	1.8	1.6
1949	94.9	6.8	-1.7	100.0	64.6	2.8	28.3	95.7	2.6	-.2	1.9	1.7
1950	94.6	7.0	-1.6	100.0	65.2	1.4	28.8	95.4	3.2	-.1	1.5	1.4
1951	90.0	6.9	3.1	100.0	62.8	2.7	28.2	93.7	4.6	9/	1.7	1.7
1952	94.8	7.0	-1.8	100.0	65.4	2.1	27.0	94.5	5.2	9/	.3	.3
1953	95.5	7.3	-2.8	100.0	66.6	1.9	26.6	95.1	4.4	9/	.5	.5
1954	96.3	6.4	-2.7	100.0	67.3	1.6	25.7	94.6	5.0	9/	.4	.4
1955	95.7	6.5	-2.2	100.0	66.9	1.4	25.2	93.5	5.7	9/	.8	.8
1956 10/	94.6	6.4	-1.0	100.0	65.7	1.3	25.1	92.1	7.0	9/	.9	.9
1957 11/	92.2	6.3	1.5	100.0	64.4	2.4	25.2	92.0	7.3	9/	.7	.7
				Section b. Percentage of total utilization in 1947-49								
1935-39	71.8	6.3	-1.6	76.5	51.8	---	23.1	74.9	1.6	---	---	---
1947-49	95.5	6.5	-2.0	100.0	64.8	2.7	27.8	95.3	2.8	---	1.9	1.9
1947	93.7	6.1	2.5	102.3	65.6	2.4	28.3	96.3	3.4	0.4	2.2	2.6
1948	97.8	6.7	-7.0	97.5	64.1	2.8	26.8	93.7	2.3	-.2	1.7	1.5
1949	94.9	6.9	-1.6	100.2	64.7	2.8	28.4	95.9	2.6	-.2	1.9	1.7
1950	95.9	7.1	-1.6	101.4	66.1	1.5	29.2	96.8	3.2	-.1	1.5	1.4
1951	94.3	7.2	3.2	104.7	65.7	2.9	29.5	98.1	4.8	9/	1.8	1.8
1952	98.6	7.3	-1.9	104.0	68.0	2.2	27.9	98.1	5.5	9/	.4	.4
1953	100.0	7.7	-2.9	104.8	69.8	2.0	27.8	99.6	4.7	9/	.5	.5
1954	101.3	6.8	-2.9	105.2	70.8	1.7	27.0	99.5	5.2	9/	.5	.5
1955	104.9	7.1	-2.4	109.6	73.4	1.5	27.6	102.5	6.2	9/	.9	.9
1956 10/	109.0	7.4	-1.2	115.2	75.6	1.5	29.0	106.1	8.1	9/	1.0	1.0
1957 11/	107.0	7.3	1.7	116.0	74.8	2.7	29.2	106.7	8.5	9/	8	.8

1/ Covers farm commodities normally used for food in the United States, including their nonfood use. Relationships were developed from quantitative data on supply and use of unprocessed and processed farm products multiplied by average prices in 1947-49. All values were adjusted to farm values. For methodology see Agriculture Handbook 91, Measuring the Supply and Utilization of Farm Commodities, New Indexes, 1924-54. Incorporates changes resulting from the 1954 Census of Agriculture, the 1954 Census of Manufactures, and the 1955 Household Food Consumption Survey. 2/ Includes farm and commercial stocks and holdings under price support programs. Minus sign means an addition to stocks; plus sign means a withdrawal from stocks. 3/ Includes civilian feeding in areas occupied by our Armed Forces. 4/ Includes seed, feed, alcoholic beverages, industrial alcohol, etc. 5/ Excludes deliveries by the Department of Agriculture. 6/ Stocks held for export. Here, minus sign means a withdrawal from stocks; plus sign means an addition. 7/ Shipments out of this country. 8/ Represents net quantities withdrawn from domestic commercial channels. 9/ Less than 0.05 percent. 10/ Preliminary. 11/ Preliminary estimates.

CONTENTS

	Page		Page
Summary	1	Recent Articles and Reports Based on 1955 Survey	21
Retail Food Prices	5	Food Consumption in the West	22
Nutritional Review	5	Household Use of Fats and Oils	30
Commodity Reviews	6	List of Tables	51
World Food Situation	18		

Continued from cover page -

rate by the large number of livestock on farms and ranches. The level of prices this fall may encourage farmers to raise more hogs than in 1957, with most of the increase marketed after mid-1958. Milk production will likely be up some because of the continued increase in output per cow.

No important shifts from the 1957 level or pattern of food consumption are anticipated for 1958. Civilians are expected to have a little more per person of pork, chicken meat, fresh oranges and grapefruit, and frozen orange juice concentrate. The increase for pork will be concentrated in the second half of 1958. Small reductions from the 1957 rate are in prospect for beef and veal. These declines will bring the meat consumption rate slightly below that of 1957, but it probably will be higher than in most of the 45 years before 1955. Compared with 1957, some reduction in the consumption rate next year is also likely for eggs and canned fish. For the other major food groups, civilian consumption in 1958 is expected to be about the same as this year's rate.

A supplement for 1956 to AH-62, Consumption of Food in the United States, and a supplement for 1956 to AH-91, Measuring the Supply and Utilization of Farm Commodities, are expected to be available by the middle of November. Each report contains a complete set of tables, revised to incorporate changes resulting from the 1954 Census of Agriculture, the 1954 Census of Manufactures, etc. Per capita consumption statistics in AH-62 have been derived using Bureau of Census estimates of population which were not adjusted for underenumeration instead of the adjusted series used in the past.

Single copies of these supplements may be obtained free from the Office of Information, U. S. Department of Agriculture, Washington 25, D. C.

Table 3.- Apparent civilian per capita consumption of major food commodities, primary distribution weight, calendar years, 1935-39 and 1947-49 averages, 1954-56, and estimates for 1957, with percentage comparisons 1/

Commodity	Average 1935-39	Average 1947-49	1954	1955	1956	1957 preliminary	1957 as a percentage of		
							1935-39	1947-49	1956
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Percent	Percent	Percent
Meats (carcass weight) - Total	127.0	148.5	154.7	162.8	166.4	159.0	125	107	96
Beef	55.6	65.6	80.1	82.0	85.0	83.8	151	128	99
Veal	8.1	9.7	10.0	9.4	9.5	9.0	111	93	95
Lamb and mutton	6.8	4.8	4.6	4.6	4.4	4.2	62	88	95
Pork (excluding lard)	56.5	68.4	60.0	66.8	67.5	62.0	110	91	92
Fish (edible weight) - Total	11.0	10.5	10.9	10.2	10.2	10.1	92	96	99
Fresh and frozen	5.4	6.0	6.0	5.9	5.7	2/	---	---	---
Canned 3/	4.9	3.9	4.2	3.7	3.9	2/	---	---	---
Cured	.7	.6	.7	.6	.6	2/	---	---	---
Poultry products									
Eggs (farm basis) - Number	300	385	376	371	369	360	120	94	98
Chicken (ready-to-cook)	13.4	18.7	22.8	21.4	24.7	25.3	189	135	102
Turkey (ready-to-cook)	2.2	3.3	5.3	5.0	5.2	5.8	264	176	112
Dairy products									
Total milk fat solids	31.7	29.6	27.1	27.3	27.2	27.1	85	92	100
Total nonfat milk solids	39.6	46.2	47.5	47.9	47.8	48.1	121	104	101
Cheese	5.6	7.0	7.9	7.9	8.1	8.0	143	114	99
Condensed and evaporated milk	16.8	20.1	16.8	16.2	15.6	15.8	94	79	101
Fluid milk and cream	330	359	348	352	355	356	108	99	100
Ice cream (product weight)	9.9	18.7	17.4	18.0	18.3	18.0	182	96	98
Fats and oils - Total, fat content 4/	45.4	42.4	45.4	45.5	44.4	44.0	97	104	99
Butter, farm and factory (actual weight)	17.0	10.6	8.9	9.0	8.7	8.7	51	82	100
Margarine (actual weight)	2.9	5.6	8.5	8.1	8.2	8.2	283	146	100
Lard	11.0	12.4	10.2	10.1	9.9	9.8	89	79	99
Shortening	11.8	9.6	11.8	11.5	10.9	10.5	89	109	96
Other edible fats and oils	6.5	7.3	9.5	10.1	10.1	10.1	155	138	100
Fruits									
Fresh (farm weight) - Total	139.0	132.2	106.1	101.9	99.7	94.7	68	72	95
Citrus	49.2	54.8	41.2	41.9	38.4	36.4	74	66	95
Apples (commercial)	30.6	25.6	20.1	20.0	19.3	20.0	65	78	104
Other (excluding melons)	59.2	51.8	44.8	40.0	42.0	38.3	65	74	91
Processed:									
Canned fruit	15.0	18.9	21.1	22.6	21.6	22.6	151	120	105
Canned juices	3.9	15.9	13.2	12.9	13.0	12.9	331	81	99
Frozen (including juices)	.8	3.2	7.4	8.7	8.8	9.2	1,150	288	105
Dried	5.8	3.9	3.9	3.5	3.6	3.6	62	92	100
Vegetables									
Fresh vegetables and melons 5/	140.2	147.8	136.2	133.8	131.4	122.7	88	83	93
Fresh vegetables	113.2	120.4	107.3	104.6	104.0	97.8	86	81	94
Melons	27.0	27.4	28.9	29.2	27.4	24.9	92	91	91
Canned	30.1	39.2	41.9	43.5	43.9	44.0	146	112	100
Frozen	6/.4	2.9	5.9	6.6	7.2	7.8	1,950	269	108
Potatoes (farm weight)	130	114	106	106	100	103	79	90	103
Sweetpotatoes (farm weight)	21.6	12.6	8.0	8.2	8.0	7.1	33	56	89
Dry edible beans	8.8	6.7	8.2	7.3	7.5	7.2	82	107	96
Dry field peas	.6	.6	.6	.4	.8	.6	100	100	75
Sugar, refined	97.4	95.1	96.3	97.5	98.4	96.6	99	102	98
Grains									
Corn products: Cornmeal	23.1	12.9	9.3	8.8	8.6	8.5	37	66	99
Corn sirup	7.7	9.9	8.8	9.0	9.0	8.9	116	90	99
Cornstarch	1.3	1.8	1.8	1.8	1.8	1.8	138	100	100
Corn sugar	2.7	4.2	3.7	3.7	3.7	3.6	133	86	97
Breakfast cereals	1.6	1.5	1.7	1.7	1.7	1.7	106	113	100
Hominy	1.4	2.8	2.4	2.3	2.2	2.2	157	79	100
Oat food products	3.9	3.3	3.2	3.2	3.2	3.2	82	97	100
Barley food products 7/	1.4	1.6	1.1	1.1	1.1	1.1	79	69	100
Wheat: Flour 8/	160	137	126	123	121	119	74	87	98
Breakfast cereals	3.3	3.2	2.9	2.9	2.8	2.8	85	88	100
Rye flour	2.3	1.4	1.4	1.4	1.3	1.3	57	93	100
Rice, milled	5.8	4.9	5.3	5.5	5.8	5.9	102	120	102
Beverages									
Coffee 9/	14.0	18.2	14.8	15.3	15.7	15.8	113	87	101
Tea	.67	.58	.69	.64	.61	.61	91	105	100
Cocoa beans	4.4	4.1	3.9	3.8	4.0	4.1	93	100	102
Peanuts (shelled)	4.3	4.4	4.1	4.2	4.4	4.5	105	102	102

1/ Quantity in pounds except for eggs which are stated in number. Data on calendar year basis except for dried fruits, which are on pack year basis; fresh citrus fruits, dry field peas, and peanuts on a crop year basis; rice on August 1 year; and canned fruit and vegetables on pack year basis in 1935-39. All years begin in year indicated except for fresh citrus, which begins in October of the previous year, and rice, which begins in August of previous year. Incorporates changes resulting from the 1954 Census of Agriculture and 1954 Census of Manufactures and the use of population estimates not adjusted for underenumeration. 2/ Not available. 3/ Excludes canned food products containing small quantities of fish, such as clam chowder, etc. 4/ Computed from unrounded data. 5/ This series covers total commercial production for sale as fresh, both for shipment to distant markets and for local markets. Excludes farm garden output for farm household use. 6/ Average 1937-39. Data prior to 1937 are not available. 7/ Barley used for food products in terms of malt equivalent. 8/ Includes white, whole wheat, and semolina flour. 9/ Green bean basis.

Population estimates used to obtain per capita consumption figures are official Census estimates of civilian population.

RETAIL FOOD PRICES

Retail food prices are past their peak for the year and will gradually decline seasonally during the rest of 1957. However, they are expected to average well above those in fall 1956 with all major commodity groups except beverages likely to be up. Recent reductions in the price of coffee dropped the index for the beverage group below the year-earlier level.

The same factors which have bolstered retail food prices in 1957 are expected through at least the first half of next year. Consumer income will be high in 1958 and demand for food will remain strong. Food supplies will likely continue a little smaller than a year earlier, perhaps until midyear. Marketing margins are expected to average a little higher than in 1957

Total consumer expenditures for food in 1958 are likely to surpass moderately those of 1957. The increased outlays will principally be due to population increase and somewhat higher prices of food, at least during the first half of the year.

Military purchases of food in 1958 probably will be about as large as this year. Some decline in exports is likely.

NUTRITIONAL REVIEW [1]

The nutritive value of per capita food consumption in 1957 is estimated to be only slightly lower than last year's level in calories and most nutrients (table 4). A shift in the consumption of kinds of food in the meat-poultry-fish group--especially from less pork to more poultry--has resulted in a small decrease in the amount of fat available for consumption. However, the average amount of protein is expected to remain about the same.

Early forecasts of the 1958 food supply indicate that we will have the same level as in 1957 for all nutrients, except for a possible increase in ascorbic acid. This possible increase for ascorbic acid would reverse the small decline between 1956 and 1957. It would be due to expected substantial increases in the consumption of frozen citrus fruit and fresh and frozen vegetables of all kinds, particularly the leafy green and yellow vegetables.

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[1] Prepared by the Institute of Home Economics, Agricultural Research Service.

Table 4.- Nutrients available from civilian consumption per capita per day, 1935-39 and 1947-49 averages, 1955, 1956, and preliminary estimates for 1957, with percentage comparisons 1/

Nutrient	Unit	Average 1935-39	Average 1947-49	1955	1956	1957 preliminary	1957 as a percentage of		
							1935-39	1947-49	1956
Food energy	Cal.	3,310	3,270	3,220	3,220	3,160	95	97	98
Protein	Gm.	91	95	96	97	96	105	101	99
Fat	Gm.	133	142	148	148	144	108	101	97
Carbohydrate	Gm.	446	410	386	384	378	85	92	98
Calcium	Gm.	.94	1.04	1.03	1.03	1.02	109	98	99
Iron	Mg.	14.5	17.1	16.4	16.8	16.4	113	96	98
Vitamin A value	I.U.	8,200	8,200	7,400	7,400	7,300	89	89	99
Thiamine	Mg.	1.47	1.92	1.85	1.84	1.80	122	94	99
Riboflavin	Mg.	1.90	2.34	2.34	2.35	2.34	123	100	100
Niacin	Mg.	16.0	19.6	19.7	20.1	19.8	124	101	99
Folic acid	Mg.	.134	.132	.128	.127	.123	92	93	97
Ascorbic acid	Mg.	118	118	108	106	103	87	87	97

1/ Data computed by Institute of Home Economics, ARS, on the basis of revised estimates of apparent per capita consumption (retail basis), including estimates of produce of rural and urban home gardens, supplied by the Division of Agricultural Economics, AMS. Slightly higher levels result primarily because all per capita consumption series were recently recomputed based on the Census population series which have not been adjusted for underenumeration. No deduction has been made in nutrient estimates for loss or waste of food in households or for destruction or loss of nutrients during the preparation of food. Data for iron, thiamine, riboflavin, and niacin include the amounts of those nutrients added to prepared cereals, white flour, and bread.

COMMODITY REVIEWS

Meats

Civilians are expected to eat a little less meat per person this fall than last. Small reductions are expected for all classes of meat, and will likely be heaviest--percentage-wise--for beef. With consumer incomes high and demand strong, retail meat prices will likely average above those in fall 1956.

Meat supplies may continue smaller than a year earlier through much of 1958, and retail prices are likely to average higher. In the second half of the year, the supply of pork is expected to increase and prices to decline. The year's total meat production may be about the same as in 1957, with beef down a little and pork up.

Supplies of beef, especially of the intermediate and lower grades, are expected to be somewhat smaller this fall than last. Last fall drought in major producing areas encouraged record large marketings of cattle off ranges and pastures. Marketings this fall will be substantially smaller.

A little less veal and lamb are in prospect for this fall. The reduction will be due to the smaller crops of both calves and lambs this year than last, and the increase in the proportion retained for restocking ranges.

Pork production, now on the seasonal upturn, may remain below a year earlier until late in 1957. This year's spring pig crop (now being marketed) was about as large as in 1956, but marketings may run a little later. More gilts than a year before are being withheld for breeding.

Total supplies in 1958 are expected to be adequate to maintain civilian consumption of meat at a high rate, though a little under the 159 pounds per capita estimated for 1957. Even with the expected reduction, meat consumption per person next year will likely exceed rates in the 45 years before 1955. The per capita supply in prospect for 1958 is expected to include a little more pork but less of other types of meat. Retail pork prices may average a little lower than in 1957, particularly in the second half of the year, but probably not enough to offset the higher level in prospect for the other meats.

Beef production is expected to be a little smaller next year than in 1957, as the gradual decline in cattle numbers continues. With the civilian population likely to be up a little, consumption of beef per person may be down proportionately more than production--perhaps 3 pounds less than the rate estimated for this year.

Veal consumption next year will likely be moderately less than the 9.0 pounds per capita rate estimated for this year. The smaller supplies of veal in 1958 would reflect the effects of both a smaller calf crop than in 1957 and the retention of a larger proportion of the crop for addition to herds.

Supplies of lamb and mutton in 1958 probably will be no larger than in 1957. Some increase over this year is expected in the number of lambs withheld from slaughter for addition to breeding flocks. If the build-up in flocks is no larger than currently anticipated, supplies of lamb and mutton available for civilian consumption in 1958 probably will continue close to the 4.2 pounds per capita indicated for 1957.

More pork is expected to be available next year than this. Most of the gain will come in the second half of the year but it will likely be sufficient to permit civilians to consume around 2 pounds more pork per person than the 62 pounds estimated for 1957.

A little heavier supply of pork next spring is indicated by the slightly larger fall pig crop in prospect for this year. Reports from 10 of the important Corn Belt States in September pointed to a 4 percent increase in fall farrowings. Farmers there also planned to have 7 percent more sows farrow this December-February than last. Although these were early-season intentions, the full spring pig crop--to be marketed in fall 1958--may be substantially larger than a year earlier.

Both imports and withdrawals of meat from domestic supplies for military use or for export will likely continue small relative to domestic production in 1958. Higher domestic prices of beef probably will encourage somewhat heavier imports than estimated for 1957.

Fishery Products [1]

U. S. civilian consumption of fishery products through next spring may average a little below the year earlier per capita rate. Slightly smaller supplies of canned and, possibly, frozen products are likely. Retail prices of most edible fishery items during the coming months probably will average near the high levels of a year earlier.

Commercial landings of edible fishery products are declining seasonally but will be about as large as last fall and winter. Stocks of frozen items were moderately larger this October 1 than last, but may decline below the year-earlier level as the season progresses unless imports are larger than currently anticipated. Stocks, which include imports, are the major source for frozen fishery products marketed during the winter months.

Canned fishery products may be in a little smaller supply during the next 5 or 6 months than a year earlier. The 1957 pack of canned salmon was noticeably less than last year's. Canned tuna production will likely be smaller than in 1956, but supplies in the months ahead will continue large because of heavy stocks. The pack of Maine sardines is larger this year than last. Domestic production of canned fishery products will be supplemented to some extent by imports.

Imports of fishery products during the next several months may be no higher than a year earlier. Among the frozen commodities, the import volume will depend as usual mainly on receipts from Canada. Exports of canned fish probably will be smaller than last fall and winter, depending on the pack of California sardines (pilchards) this fall.

Poultry and Eggs

Poultry meat consumption in the United States is rising in 1957 to new record levels, but egg consumption is declining. Consumer prices for poultry meats have averaged lower than in other recent years. Egg prices in the first half of 1957 also averaged lower than in the same part of the past 3 years, but since this fall have averaged higher.

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[1] Prepared in cooperation with The Fish and Wildlife Service, U. S. Department of the Interior.

In 1958, supplies of chicken meat--principally broilers--will probably continue to increase. Turkey production in early 1958, based on young birds for which eggs are already set or hatched, will be considerably below a year earlier, but for the first 4 or 5 months of the year carryover stocks in storage will compensate for the reduction. For the last half of 1958, turkey production is still uncertain.

In the first 6 or 8 months of 1958 egg production will be below 1957, reflecting the smaller laying flock expected this January 1. After late summer, 1958 egg production will be influenced primarily by the number of replacements to be hatched through next spring.

Prices for broilers through June 1958 may be about the same as a year earlier. Turkey prices in the first half of next year, when total supplies are strongly influenced by storage holdings, are unlikely to be any higher than a year earlier. Egg prices to mid-summer are likely to be higher than comparable quotations a year earlier.

For the remaining monghs of 1957, egg production on farms is likely to be below last year, and the cut from year-ago egg consumption per person will become more pronounced. For the year, per person consumption of eggs is likely to be about 360 compared with 369 in 1956.

Egg prices were lower than in 1956 during the first 8 months of 1957, but recent rises have brought them to levels above a year ago.

Egg production in the first 6 or 8 months of 1958 is likely to be smaller due to 5 percent fewer layers expected on hand January 1, 1958 than a year earlier. Egg production through February may decline only half as much much as the percentage change in numbers of layers. But output through the spring, when the rate of lay is seasonally high, is likely to be down in almost the same proportion as number of layers. Egg prices in the first half of 1958 are likely to exceed 1957.

Broiler supplies were above a year earlier in every month so far in 1957 and will continue higher through December. Recent chick placements were up 5 to 13 percent. Production for the year is likely to exceed 1956 by about 6 percent. Prices peaked during the summer at a level above last year, but otherwise have generally been below corresponding 1956 levels. Farm prices in mid-October were at the low of the year to date in many producing areas.

Broiler production in 1958 is likely to equal or exceed the record established in 1957. Continuing advances in production efficiency and perhaps lower feed prices are offsetting lower broiler prices to some extent.

The 1957 price to date averages 19.7 cents per pound (U. S. farmers' average price basis), compared with an average of 20.6 cents for the same months in 1956. Barring upsets, 1958 is not likely to be much different from the 1957 experience.

The 80.6 million turkeys raised in 1957 are 5 percent more than last year, and prices through the remaining months of the marketing season are likely to continue below last year. At the farm level, turkey prices in mid-September were 22.9 cents per pound (live), compared with 26.7 cents a year earlier. Retail prices in many areas have been proportionately low.

All of the increase in this year's turkey crop occurred among poults hatched in April and earlier. These were slaughtered by September or earlier. Consequently, fresh supplies in the remainder of the year will be smaller than in 1956, but the difference will be more than offset by the larger amount held in storage. On October 1, stocks of 150 million pounds were 52 million pounds above those on October 1, 1956.

Per capita consumption of turkeys this year will be about 5.8 pounds per person, ready-to-cook, up from 5.2 pounds the year before. Early in 1957, when consumption was seasonally light, disappearance was more than 30 percent larger than a year earlier. Such an increase is not likely to be sustained in the coming holiday months when consumption is seasonally high. In recent years, fully half of the annual turkey consumption has been in November and December.

Dairy Products

Dairy products will continue in plentiful supply through 1958. Changes in civilian consumption of dairy products usually are gradual, and probably will show little change in the coming 15 months. Retail prices are likely to hold near 1957 levels with any changes likely to be mainly the result of adjustments in gross processing and marketing costs, unless the price-support level for milk and butterfat is altered.

More dairy products are expected to be available this fall than last. Total stocks are up from last fall and milk production also promises to be higher. The stock increase is in Government holdings; commercial stocks of dairy products are about the same as a year earlier. Civilian consumption of milk and processed dairy products is expected to total a little higher than in fall 1956. The consumption rate per person will be about the same this fall as last because civilian population is larger this fall. Retail prices of dairy commodities will be up a little from a year earlier, mainly reflecting slightly wider marketing margins.

Milk production in 1958 is expected to exceed this year's indicated output by 1 to 2 billion pounds. The prospective increase will result from the probable continued advance in milk output per cow, since dairy cow numbers may be no greater than in 1957. The upward trend in production per cow in recent years has reflected the better selection of animals, better management practices, and higher rates of concentrate feeding. Supplies of both feed concentrates and hay are very large relative to the number of animals to be fed, and are expected to continue heavy during the current feeding year.

Per capita consumption of dairy products in 1958--both in total and by major item--is expected to be close to the rate estimated for this year. Total consumption probably will be up by about as much as production (from 1 to 2 billion pounds), with the percentage gain close to the increase in population. The Special Milk Program will continue to provide an important outlet for fluid whole milk next year, but the percentage increase in the quantity distributed through schools and other eligible recipients probably will not be as large as in the past when participation in the program was expanding.

Government price-support acquisitions of dairy products thus far in the 1957-58 marketing year have been much larger than a year earlier, and probably will continue at a higher level. If production and commercial distribution in 1958 are as anticipated, price-support purchases in the marketing year beginning next April may be closer to the 6 billion pounds (milk equivalent) estimated for 1957-58 than to the 5 billion pounds in each of the two preceding years, assuming no change in level of price support.

Fats and Oils

Plentiful supplies of food fats and oils will be available this fall and winter. More butter and vegetable oils are indicated and about as much lard. Apparent civilian consumption of fats and oils is expected to continue at the year-earlier rate per person. Retail prices of butter and lard will likely average about the same as last fall and winter, but those of vegetable oil products may be slightly lower.

Prospects point to a slightly larger supply of edible fats and oils in the current marketing year than in the preceding one. Carryover stocks were somewhat smaller this marketing year than last, but the difference is expected to be more than offset by greater production. Output of lard and vegetable oils probably will be somewhat larger than in 1956-57, but little change is likely for butter. As in the preceding marketing year, supplies of food fats and oils will be in excess of domestic needs during 1957-58, and exports of substantial quantities again will be encouraged. Retail prices of fats and oils are not expected to differ substantially this marketing year from last.

Lard production in 1957-58 probably will be slightly larger than a year earlier, reflecting mainly the expected small rise in hog slaughter. With lard prices likely to average a little lower than in 1956-57, some increase in total domestic use is probable.

Supplies of butter are expected to be a little larger than in 1956-57 because of heavier Government stocks this October 1. Output of butter in

1957-58 may be close to the year-earlier level. A larger proportion of the expected increase in milk production will likely be used as fluid milk and for dairy products other than butter.

At least as much edible vegetable oils will be available in 1957-58 as a year earlier. The increased production in prospect will more than offset the decline in the carryover this October 1. The expected output increase over 1956-57 will be in soybean oil; cottonseed oil production will be a little lower this marketing year. Retail prices of vegetable oil food products in 1957-58 probably will average close to those in 1956-57.

Exports of food fats and oils (including the oil equivalent of soybeans) are expected to continue at a high level in 1957-58, close to the record volume shipped abroad in the preceding marketing year. The movement abroad will be encouraged in part by lower prices than in 1956-57 and by Government programs which enable foreign nations to use their own currency to purchase fats and oils in this country. Competition for world markets may be a little keener than in the 2 preceding marketing years as exportable supplies will be larger during 1957-58 in a number of countries.

U. S. civilian consumption of food fats and oils in 1958 is expected to average around 44 pounds (fat content) per person, close to the rate estimated for this year. Prospects are that the per capita rates for each of the important fats and oils items will differ little from those indicated for 1957.

Supplies of peanuts in 1957-58 will be somewhat heavier than in the preceding marketing year. Civilian consumption probably will be around 4.5 pounds (shelled basis) per person, close to the 1956-57 rate. Farm prices for peanuts are expected to be lower this marketing year than last. The extent to which the anticipated reduction will be reflected in the price of peanut products purchased by consumers will have some bearing on the peanut consumption rate in 1957-58.

Fruit

Total supplies of fresh and processed fruits are expected to be somewhat larger this fall and winter than last, but tree nuts will likely be less plentiful. Civilian consumption of fruit and fruit products per person this fall and winter may be up a little from the year-earlier rate. Retail prices of these commodities are likely to average no higher than during last fall and winter.

The 1957 deciduous fruit crop was somewhat smaller than last year's, but the reduction was mostly in the items marketed during the summer. Output of fruit for fall and winter marketing is up some over that in 1956. The apple crop is 13 percent larger than last year's, with increases reported in States, particularly Washington, which usually store a large portion of the crop for sale after the end of the calendar year. Larger supplies of fall and winter varieties of pears are also indicated by the slightly heavier output this year than in 1956. Fresh cranberries may be more plentiful this fall than last, and supplies of grapes through the winter will likely be at least as large as a year earlier. As usual, substantial imports of bananas will supplement supplies of domestically produced fruits available for fresh use.

According to crop indications, more fresh citrus fruit will be available this fall and winter than last. Increased production in prospect for the early-and mid-season crops of oranges in Florida and Texas is expected to more than offset the probable decline for the California navel orange crop. Prospective supplies of grapefruit in the 1957-58 season are 5 percent higher than a year earlier. Most of the indicated increase will be in the Texas crop. Output of tangerines may be somewhat smaller than in 1956-57, but supplies for fresh use may be about as large this season as last.

Reflecting mainly the smaller crop, supplies of tree nuts in 1957-58 are expected to total below the heavy tonnage in 1956-57 but will still be more than adequate to meet anticipated domestic needs. By major item, considerably more filberts, but substantially fewer pecans will be available than a year earlier. Supplies of domestically produced tree nuts will be supplemented as usual by imports of Brazil nuts, cashews and other types not produced commercially in the United States.

Total supplies of canned fruit during the current marketing season are marketing season are expected to be about as large as a year earlier. Production of canned fruit was smaller in 1957 than in 1956, but carryover stocks were considerably larger at the beginning of the present marketing year. Receipts of canned pineapple from Hawaii probably will be at least as large as in 1956-57 since carryover stocks were moderately greater this year and the new pack is at a relatively high level. On balance, it appears that supplies will be adequate to maintain civilian consumption of canned fruit in the several months ahead close to the year-earlier per capita rate.

Canned fruit juices are expected to remain at least as plentiful as a year earlier through next summer. Carryover stocks of canned citrus juices held by packers in Florida are much larger this year than last. With prospects favorable for a larger crop of oranges in Florida this season than in 1956-57, the pack of single-strength orange juice may be somewhat greater. Output of other canned citrus juices may be no higher than a year earlier, and that of deciduous fruit juices may be down. Citrus comprises the major portion of the domestically canned fruit juice supply. Expectations are for continued heavy volume receipts of canned pineapple juice from Hawaii this fall and winter. Civilian per capita consumption of canned fruit juices in the year ahead is expected to be at the past year's rate.

Supplies of frozen fruits, juices and berries during the remainder of the present marketing season are expected to be somewhat heavier than a year earlier. The total pack of frozen fruits and berries will likely surpass the 1956 pack, and some increase is probable in the output of frozen orange juice concentrate in the pack season which is just starting. Total stocks of frozen fruits and berries were 16 percent larger this October 1 than last, but those of frozen orange juice (mostly concentrate) were about the same. Per capita consumption of frozen fruits and fruit products in the months ahead are expected to remain above the year-earlier rate, continuing the long-time upward trend.

Somewhat less dried fruit will be available through next summer than a year earlier, mainly because of the smaller output of raisins in 1957. Dried prune production is also smaller than in 1956, but supplies are expected to remain in excess of prospective domestic consumption. With supplies of raisins down considerably consumption of dried fruit may fall below the 3.6 pounds per capita rate of the preceding year.

Vegetables

Somewhat smaller supplies of processed vegetables, potatoes, and dry edible beans and peas are available for consumers this fall and winter than last. Supplies of sweetpotatoes are about the same as a year earlier. Reports relating to fresh vegetables, covering only the fall season, point to noticeably smaller supplies than in fall 1956. With demand expected to continue strong, retail prices of most of these commodities are expected to average higher than a year earlier during the supply periods indicated. Dry beans and peas, which may be the only exceptions, are likely to average close to prices of last fall and winter.

Fresh vegetable supplies are expected to total much smaller this fall than last. The greatest reduction occurred in early fall cabbage, which was in heavy supply a year ago. Among the other major items, substantially smaller crops were indicated for carrots and cauliflower, and more moderate reductions for celery and early-season tomatoes. These declines more than offset a sizeable increase for lettuce. Fewer onions will be available this fall and winter than last. The late-summer 1957 onion crop, from which these supplies come, was 7 percent smaller than the corresponding 1956 crop.

Assuming more normal weather, particularly in Florida, supplies of fresh vegetables this winter probably will be at least moderately larger than the relatively small ones of last winter. At that time most of the producing areas experienced unfavorable weather during the growing season. Even with no larger acreage this winter than last, yields near the average of recent years would result in total output moderately larger than in winter 1957.

Processed vegetable supplies into mid-1958, when the current marketing period ends, will remain a little smaller than the heavy supplies of a year earlier but adequate to maintain civilian consumption of these commodities at the year-ago per capita rate. The 1957 packs of canned and frozen vegetables are expected to be substantially less than corresponding output in 1956. In large part this reduction will be offset by the larger stocks carried over into the current marketing year.

Among the important canned vegetables, supplies of sweet corn, tomato juice and most tomato products appear to be significantly smaller than the very heavy supplies of a year earlier. Both canned and frozen peas are in record large supply, and canned snap beans promise to be a near-record.

With supplies a little lower and civilian per capita consumption of processed vegetables in the next several months likely to continue at the year-earlier rate, carryover stocks at mid-1958 will be smaller than the large carryover into the present marketing season.

Potatoes will be in less plentiful supply this fall and winter than last. The important fall crop, which is marketed well into the spring, was almost 10 percent smaller than in 1956, and growers in California and Florida reportedly plan to plant a substantially smaller acreage to potatoes for winter harvest than they did a year earlier.

Supplies of potatoes in the next several months are expected to be more than adequate to maintain civilian consumption of these items at the year-earlier per capita rate. With supplies lighter than last fall and winter, however, retail prices of potatoes are expected to average substantially above those in late 1956 and early 1957.

The 1957 crop of sweetpotatoes is slightly larger than last year's small crop, but 15 percent below the 1949-55 average. With the population a little larger, civilian consumption of sweetpotatoes during the 1957-58 marketing season will be about the same as a year earlier. Retail prices of sweetpotatoes are expected to average moderately higher this winter and spring than last because of the smaller production in States with adequate sweetpotato storage facilities.

High labor requirements and both disease and insect problems are expected to discourage farmers from planting a significantly larger acreage to sweetpotatoes next year. In 1957 sweetpotato acreage was record low.

Supplies of dry edible beans are moderately smaller this year than last. Domestic consumption is likely to average about the same in 1957-58 as in the previous marketing season, but exports may be down. In the 1956-57 season considerable quantities of Government-owned dry beans were shipped abroad under special export programs. Retail prices of dry beans in the months ahead are expected to average close to those of a year earlier. The acreage planted to dry beans next year is not expected to differ significantly from that in 1957.

Substantially fewer dry field peas will be available than in the 1956-57 marketing year. However, supplies are expected to be more than adequate to meet consumption and other domestic needs, and anticipated export requirements. Retail prices of dry peas during the 1957-58 marketing season are expected to average near those in the preceding season.

If weather is average, the acreage planted to dry field peas in 1958 may be somewhat larger than this year. Most of the acreage reduction in 1957 compared with a year earlier appeared to be due to adverse weather at planting time.

Cereal Food Products

Civilian per capita consumption of cereal food products through 1958 is expected to average no higher than a year earlier. With marketing charges likely to continue upward slightly in the year ahead, retail prices of these food products probably will average a little higher than in 1957.

Grain production this year was about as large as in 1956. Smaller crops of wheat, corn and rice were harvested, but the reductions were about fully offset by increased production of barley, oats and rye. Carryover stocks were at a high level. Supplies of grain in the year ahead will continue more than adequate to meet anticipated domestic food and nonfood needs, and exports.

Supplies of wheat in the current marketing year are the lowest since 1953-54, but higher than in other preceding years. The reduction in supplies compared with 1956-57 is due to a moderate cut in output and smaller carryover on July 1, 1957 due to record exports in 1956-57.

Domestic disappearance of wheat in 1957-58 is expected to be about the same as a year earlier. Exports are expected to be large, but sharply less than the record tonnage moved in 1956-57. If domestic use and exports materialize as anticipated, stocks of wheat may be reduced some in 1957-58.

Civilian consumption of wheat in food products in 1958 will likely average a little below the per capita rate of 166 pounds (grain equivalent) estimated for 1957. This would continue the long-term decline in civilian consumption of wheat per person. Retail prices of bakery and other food products of wheat are expected to average a little higher.

Rice will be in much less plentiful supply in 1957-58 than in the past 3 marketing years, but larger than in other years. Production this year was 12 percent smaller than in 1956, and the carryover was down sharply from a year earlier because of very heavy exports during the past marketing period. Exports are likely to continue very large in 1957-58 because of small supplies in other surplus rice producing countries, and U. S. carryover stocks next August 1 are expected to decline further. Rice consumption by U. S. civilians may be about the same as the 5.9 pounds per capita rate estimated for 1956-57. The retail price of rice probably will be a little higher in 1957-58 than a year earlier.

The supply of corn in 1957-58 is a little above the record large tonnage of the preceding marketing year, according to indications in October. The crop harvested as grain was reported 4 percent smaller this year than in 1956, but the carryover was sufficiently larger this October 1 than last to more than offset the reduction in output. The heavy corn supply probably will meet anticipated domestic needs and exports and leave larger carryover stocks next October 1 than this year's level.

Civilian per capita consumption of corn in food products will likely be no higher in 1958 than estimated for 1957. The consumption trend has been downward since the turn of the century. In recent years the per capita rate of use of corn sirup and cornstarch in food has been relatively stable, while that of corn sugar has declined. Cornmeal consumption per person has fallen sharply in recent years. Most of the drop is in smaller consumption on farms which grow corn.

Both barley and oats will be in larger supply in 1957-58 than a year earlier. Barley supplies will be record large, the result of a substantially heavier crop this year than in 1956. Supply of oats will be 5 percent larger this marketing year than last, and about equal to the 1950-54 average. Food use of these two grains in the United States is small compared with the total quantity used domestically.

Sugar

With increased offerings of raw sugar after mid-July following the decline in world sugar prices, the upward pressure under prices at all levels of distribution was removed. Weaknesses in the raw sugar market were followed about a month later by declines in wholesale refined sugar prices in the western half of the country. Eastern refiners joined the trend in early September.

Lower raw sugar prices and increased supplies also provoked reductions in total marketing quotas for 1957. This total had been raised by 500,000 tons from the initial level of 8,800,000 tons during the months when the world price exceeded the price of sugar destined for the U. S. market. It was subsequently lowered and now stands at 9,050,000 tons. Quotas govern the supply of sugar from all sources available for marketing in continental United States.

Civilian per capita disappearance of sugar in 1957 is currently estimated at 97 pounds, compared to an estimated disappearance of 98 pounds in 1956. Disappearance probably will be maintained at about this year's level in 1958.

Sugar production from the large 1957 crops of sugar beets and sugarcane will be more than enough to fill the expanded quotas allocated to mainland cane and domestic beet producers under the Sugar Act amendment of 1956. Offshore suppliers as a group are expected to have ample tonnage for marketing in the United States next year.

Sugar requirements for the continental United States in 1958 will be announced by the Secretary of Agriculture before the end of this year. The Secretary is required by law to establish sugar marketing quotas for 1958 which will result in new supplies of sugar adequate to meet consumers' needs at prices which will not be excessive to consumers and which will maintain and protect the domestic sugar market.

WORLD FOOD SITUATION 1957-58 1/

The combined world production of the major food products during 1957-58 will be about as large as or slightly larger than the record output of 1956-57. Although the increase in production may not have kept pace with the rise in population, total supplies including available carryovers are ample to permit food consumption to be maintained at the year-earlier high per capita rate. Although demand for foodstuffs is expected to continue good, gold and dollar balances have declined in a few countries and wholesale prices fallen off for raw industrial materials on which many countries depend heavily for foreign exchange. This may cause more cautious buying and, combined with increased food production in some of the major importing countries, may result in a significant decline in world trade in food products during 1957-58.

World production and trade in food products during 1956-57 reached record levels. Consumption of food products also was at a record and per capita consumption was probably the highest in the postwar period. Inventories of several food staples, particularly sugar and rice, were reduced substantially in the exporting countries and a modest reduction occurred in their stocks of wheat. Thus, stock surpluses for staple food products at the beginning of the current consumption year were less burdensome than a year ago.

Because of the plentiful supply of feed grains, production of livestock products in 1957-58 is expected to continue the upward trend of recent years. Output is likely to be sufficient to maintain per capita consumption of these products at the level of 1956-57. Crop conditions for rice, sugar and edible fats and oils also are generally favorable, indicating some increase in production. Wheat production in 1957-58, however, is expected to be less than last year as smaller crops in North American countries, the USSR, Australia and Argentina are likely to more than offset the larger crops in Eastern and Western Europe. Deciduous fruit production will also be considerably less than last year because of a marked reduction in European apple and pear crops, but some further expansion in citrus production appears likely.

Increases in food supplies in some areas during 1957-58 are likely to be largely offset by decreases in others. In Western Europe, production of food, especially wheat, was up from last year and import requirements will be somewhat less than they were in 1956-57.

1/ Prepared by the Foreign Agricultural Service, U. S. Department of Agriculture.

In Eastern Europe also, crop conditions have been generally favorable. Import requirements will be reduced and some countries there should have more agricultural products for export. In the USSR, a serious drought in a number of important agricultural regions reduced yields of wheat and other food and feed crops. Because of the large acreage under crops in 1957 however and the substantial carryover of grain from very good crops in 1956, no serious food shortages are anticipated. Milk and meat production in the USSR, which showed a substantial increase in 1956-57, are likely to increase at a slower rate or not at all in 1957-58.

In the West Asian countries, good grain crops were harvested in 1957 and the region as a whole will have some surpluses for export. Turkey however will again need to import some grains and fats from the United States mainly to build up it depleted reserve stocks. But Iraq and Syria will have substantial surpluses in wheat and barley for export.

A moderate further improvement in food production appears likely in the Far Eastern countries, excluding China, but per capita production for the area as a whole is still expected to be below prewar. Crop conditions have been generally favorable in India, Burma, Indonesia and Korea. Japan is harvesting another large rice crop though its wheat and barley crops were somewhat below the level of the past few years. Conditions in Pakistan, Thailand and the countries of former Indochina appear less favorable than a year ago. Mainland China may expect another food shortage in 1957-58. Despite the serious shortage there in 1956-57, the agricultural program for the current year appears to lack some of the drive of last year's all-out efforts to increase production. There are indications that attempts to expand food crops were emphasized at the expense of fiber crops. Less chemical and other fertilizers may have been used than in 1956. The expansion of acreage under cultivation also apparently slowed down, and double cropping was abandoned in some areas this year. While favorable weather and good harvests were claimed by some areas, drought and serious floods were reported. In general, production of food in China during the current season may do well to equal last year on a per capita basis.

In the Western Hemisphere, crop production in 1957 may fall below last year due to unfavorable weather in Canada, Central America and the west coast of South America. Canada's wheat crop was sharply reduced by drought, and the quality of the crop was lowered by excessive rainfall during harvest for the second successive year. Drought reduced the corn crops in Mexico and other Central American countries, and imports will be required during the coming season.

In Cuba, our principal agricultural market in Latin America, this year's good sugar crop is expected to be followed by another large harvest in 1958. Rising incomes are strengthening the demand for imports of rice and other food products. Both food production and consumption in Venezuela and Brazil are expected to be maintained in 1957-58 at about the same or slightly higher levels than in the previous year.

In the southern part of the hemisphere conditions at planting time were generally favorable for crops. But Argentine wheat acreage is expected to be about 20 percent below that of a year ago and the acreage in sunflowers will probably be reduced; larger areas are being planted to corn and flaxseed. Uruguay has increased its support prices for wheat and may have a larger 1957-58 harvest and greater supplies for export. Chile also expects a larger wheat crop than in 1956-57 when production was reduced by drought.

In Africa, Egypt's grain crops are about equal to last year but smaller crops are likely in some of the other North African countries. No grain will be exported from this area in 1957 and Egypt and Morocco will need substantial imports. In the areas below the Sahara, however, generally good crop conditions prevail. Food production is expected to be ample for local needs and to provide increased quantities of peanuts and palm products for export. The demand for imports of wheat, rice and sugar will be higher as the foreign exchange position of countries in this area continues strong.

Drought conditions prevail over large areas of Australia and wheat crop prospects there are deteriorating. During the past year Australia has sharply reduced its stocks of wheat and may experience difficulty in meeting export commitments during the coming year unless the outlook for the current crop improves materially. Production of meat and dairy products in both Australia and New Zealand continues to expand. Their recent favorable bilateral trade agreements with the UK assure a continued market for the larger output.

Home Freezing and Canning by Households in the United States--by Region, 1955 Household Food Consumption Survey Report No. 11, October 1957, and Dietary Levels of Households in the West, 1955 Household Food Consumption Survey Report No. 10, July 1957, as well as the first 9 reports of the series, are available from the Office of Information, United States Department of Agriculture, Washington 25, D. C. Food Production for Home Use by Households in the United States--by Region, Report No. 12 of the series, is in press. Report No. 13, now in preparation, deals with home-baking practices.

RECENT ARTICLES, REPORTS, AND SPEECHES BASED ON THE 1955 HOUSEHOLD FOOD CONSUMPTION SURVEY 1/

Articles and Reports

"Consumption of Potatoes, Sweetpotatoes, Dried Beans and Dried Peas by Regions, Urbanization and Family Income, Spring 1955," The Vegetable Situation, TVS-126, October 1957. 2/

"Home Freezing and Canning by Households in the United States" by Molly Orshansky and Mary Ann Moss, Family Economics Review, ARS 62-5, October 1957, pp. 12-15. 3/

"Trends in Family Diets" by Faith Clark, Nutrition News, Volume 20, Number 5, October 1957, p. 17. 3/

"Milk, Coffee, Tea, and Soft Drinks" by Harry Sherr, Agricultural Marketing, Volume 2, Number 9, September 1957, p. 11. 2/

Food Consumption and Dietary Levels of Households in the United States--Some Highlights from the Household Food Consumption Survey, Spring 1955, ARS 62-6, Agricultural Research Service, United States Department of Agriculture (Washington, D. C. August 1957). 3/

"Income Differences in Family Food Consumption and Dietary Levels" by Mollie Orshansky and Corinne LeBovit, Family Economics Review, ARS 62-5, June 1957, pp. 15-18. 3/

"Regional Differences in Family Food Consumption and Dietary Levels" by Mollie Orshansky and Corinne LeBovit, Family Economics Review, ARS 62-5, June 1957, pp. 18-19. 3/

Speeches

"Dietary Levels of Families in the United States" by Faith Clark, October 24, 1957, Miami, Florida. 12 pp. with charts. 3/

"Income-Food Relationships from Time Series and Cross-Section Surveys" by Marguerite C. Burk, September 10, 1957, Atlantic City, New Jersey. 32 pp. with charts. 2/

"The USDA Food Consumption Survey" by Faith Clark, July 1, 1957, Chicago, Illinois. 20 pp. with charts. 3/

1/ See the National Food Situation, NFS-80, April 1957, and NFS-81, July 1957, for lists of earlier articles, reports, and speeches. Excludes those published in the National Food Situation.

2/ Available from the Marketing Information Division, Agricultural Marketing Service, United States Department of Agriculture, Washington 25, D. C.

3/ Available from the Institute of Home Economics, Agricultural Research Service, United States Department of Agriculture, Washington 25, D. C.

FOOD CONSUMPTION IN THE WEST [1]

This is the final article of a series of 4 on regional household food markets, based on the findings of the 1955 Household Food Consumption Survey. [2] Food consumption patterns of households in the West, [3] measured by consumption and expenditure per person for individual foods and groups of foods, for the most part were similar to patterns of households in the other regions. The patterns are described by means of averages for households grouped according to degree of urbanization, and according to family income. These two factors, along with household size, are considered the major influences on food consumption and expenditures. The effect of differences in household size is largely eliminated by using per person rates calculated from the household averages given in the published reports on the survey.

Urbanization and Income of Households in the West

In the West a higher proportion of the household population lived in urban areas than in the other regions except the Northeast, as seen in the following tabulation:

Region	Percentage in urbanization category		
	Urban	Rural nonfarm	Farm
West	70	21	9
Northeast	72	24	4
North Central Region	59	26	15
South	46	35	19

The proportion of households in each urbanization category influenced average rates of consumption and expenditures for food. Urban households generally have higher average money incomes and use less home-produced food.

Of all urban households in the U. S., those in the West had the highest average money income after income taxes. The same was true for western farm households among all farm households in the U. S., but rural nonfarm incomes in the West averaged lower than rural nonfarm incomes in the Northeast and the North Central Region.

A word of caution is in order concerning use of data for the West from the 1955 survey. There may be greater variability in consumption rates within the West than within the other regions because of the wide geographic area included, and the likely difference in food consumption patterns between the Pacific Coast States and Mountain States that cannot be measured by data from this survey. Further, because only a little over 10 percent of the U. S. household population lived in the West, fewer interviews were made there than in the other regions. Consequently, the sample is too thin in some income groups for reliable averages of use of minor individual items. 4/

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[1] By Robert J. Lavell, Statistical and Historical Research Branch, AMS.

[2] Reports No. 1-5, 1955 Household Food Consumption Survey. The 3 previous articles that appeared in The National Food Situation are: "Food Consumption in the South," NFS-79, February 1957; "Food Consumption in the North Central Region," NFS-80, May 1957; and "Food Consumption of Households in the Northeast," NFS-81, July 1957.

[3] Includes the States from Montana south to New Mexico and all west of that line.

Average Expenditures for Food

In the West, average expenditures per person for all foods combined increased for households in successively higher income groups in the urban and rural nonfarm categories (table 5). Farm household expenditures did not increase much with income because money income is not as important a factor for them. The rate of increase in the West was about the same as in the other regions. Allocation of the food dollar among individual food items and food groups, likewise, was similar in all regions. For example comparison of the allocation of the food dollar in the West, given in table 6, with that in the North Central Region (given in an earlier article) reveals very few differences. In the West, a higher proportion is spent on lamb and mutton by households in all urbanization categories. 5/ A greater share was

Table 5.- Average expense per person for all food used at home, households of 2 or more persons grouped by urbanization and income, in the West, in a week, spring 1955 1/

Urbanization group	1954 family money income after income taxes								
	All 2/	Under $2,000	$2-3,000	$3-4,000	$4-5,000	$5-6,000	$6-8,000	$8-10,000	$10,000 and over
	Dol.	Dol.	Dol.	Dol.	Dol.	Dol.	Dol.	Dol.	Dol.
Urban	8.23	6.49	6.49	7.03	7.45	8.08	8.92	9.07	12.22
Rural nonfarm	7.78	5.59	7.33		7.63		10.74		
Farm	4.87	5.13	4.73		4.57		5.62		

1/ From *Food Consumption of Households in the West*, Report No. 5, 1955 Household Food Consumption Survey.

2/ Includes some households not classified by income.

4/ Table 1 in all survey reports contains the number of interviews in each income group within each urbanization category.

5/ The West and the Northeast are the only two regions in which much lamb was eaten. The article "Food Consumption of Households in the Northeast" notes the probable relationship between consumption of lamb and the proportion of foreign born or natives with foreign-born or mixed parentage who came from high lamb consuming countries.

Table 6.- Share of selected foods in food expense for home use, households of 2 or more persons grouped by urbanization, in the West, in a week, spring 1955 1/

Item	Urban	Rural nonfarm	Farm
	Percent	Percent	Percent
Beef	12.0	13.2	6.6
Pork	8.3	7.8	7.1
Lamb, mutton	1.5	3.3	2.3
Chicken	3.9	2.8	2.2
Eggs	4.5	4.3	2.7
Fluid whole milk	8.0	8.4	3.9
Potatoes 2/	1.8	2.2	3.0
Fresh vegetables 3/	5.4	4.9	5.4
Frozen vegetables 4/	.9	.7	.6
Canned vegetables 4/	2.0	2.7	3.7
Fresh fruits	5.3	4.1	6.5
Canned fruits 4/	1.8	1.6	2.0
Fruit and vegetable juices	1.7	1.3	1.8
Flour and cereal products	3.1	4.0	6.8
Bakery products	7.1	6.7	8.3
Fats and oils 5/	4.2	4.4	6.5
Sugar and sweets	3.0	3.5	4.4
Other food items 6/	25.5	24.1	26.2
Total expense for food at home 7/	100.0	100.0	100.0

1/ Derived from data in Food Consumption of Households in the West, Report No. 5, 1955 Household Food Consumption Survey.

2/ Includes small amounts of sweetpotatoes.

3/ Excludes potatoes and sweetpotatoes.

4/ Commercially frozen or canned.

5/ Includes butter.

6/ Includes all other meat, vegetables, fruits, etc. not listed separately.

7/ Excludes expense for alcoholic beverages.

spent on eggs, too, in all urbanization categories in the West compared to the North Central Region. Farm households in the West spent a greater share of their food dollar on fresh vegetables than did farm households in the North Central Region because the latter group raised much more of their own vegetables than did those in the West.

Patterns of Food Consumption

The 1955 survey supplies a great deal of information for use in the study of relationships between amounts of individual foods and food groups used and family income of households within urban, rural nonfarm, and farm categories (table 7). Use per person of such commodities as beef, fresh and frozen fruits and vegetables, and fluid whole milk increased in households with successively higher incomes. Use of flour, sugar, dried fruits and vegetables, and potatoes decreased. These are similar to consumption patterns in the rest of the country. The only noteworthy exception in the West in patterns of consumption rates with respect to income was that use of pork products increased in the upper income groups, especially consumption per person of cured ham and canned pork, which was largely ham.

Though patterns of use with respect to income were similar, average rates of use of many food items by each income group of households were different in the West than in the other regions. Some of these differences were caused by differences in supply and some by differences in makeup of the population and manner of living in the West compared with the other regions. For example, consumption of beef was generally higher in the West than in comparable urbanization and income groups in the North Central Region, but less pork and lard was used per person in the West in spite of the difference in pattern of consumption with respect to income, mentioned above.

Urban and rural nonfarm households in the West used more fresh vegetables per person during the survey week than did households in the same urbanization categories in the North Central Region. North Central farm households used more fresh vegetables than did farm households in the West because they raised more of their own. Consumption per person of fluid whole milk was lower in urban households in the West than in urban households in comparable income groups in the North Central Region, but it was higher in farm households in the West than in farm households in the North Central Region.

Information is also available in the reports on the survey on another aspect of patterns of food use--the proportion of households using a food item during the survey week. From such data we find, for instance, that a greater proportion of urban households in the West reported using fresh citrus fruit than did urban households in the North Central Region, but a smaller proportion of western households used frozen concentrated orange juice. A higher proportion of urban households in the West reported using dried fruit and canned fruit, also. These differences probably reflect preferences developed from past and present availability of the commodities.

Table 7.- Consumption per person of selected foods at home, households of 2 or more persons grouped by urbanization and income, in the West, in a week, spring 1955 1/

Food item	Unit	All 2/	1954 family money income after income taxes							
			Under $2,000	$2-3,000	$3-4,000	$4-5,000	$5-6,000	$6-8,000	$8-10,000	$10,000 and over
Beef										
Urban	Pounds	1.53	1.37	0.91	1.38	1.49	1.77	1.46	1.90	1.99
Rural nonfarm	do.	1.92	.98	1.82		1.85		2.99		
Farm	do.	1.74	1.82	1.53		1.62		2.27		
Pork										
Urban	do.	1.01	.68	.70	1.04	.92	.97	.99	1.08	1.52
Rural nonfarm	do.	1.00	.96	.98		.91		1.28		
Farm	do.	.88	1.01	.83		.64		.91		
Lamb										
Urban	do.	.16	.16	.24	.15	.08	.14	.12	.18	.29
Rural nonfarm	do.	.04	.00	.01		.03		.13		
Farm	do.	.10	.11	.00		.17		.01		
Chicken										
Urban	do.	.55	.38	.33	.38	.53	.67	.39	.96	.80
Rural nonfarm	do.	.50	.45	.54		.35		.85		
Farm	do.	.66	.58	.59		.51		.72		
Eggs										
Urban	Dozens	.62	.63	.65	.61	.57	.61	.64	.74	.66
Rural nonfarm	do.	.72	.48	.76		.71		.78		
Farm	do.	.85	.91	.91		.80		.82		
Fresh vegetables 3/										
Urban	Pounds	2.78	3.23	2.68	2.23	2.63	2.53	3.14	3.26	3.32
Rural nonfarm	do.	2.69	2.20	2.96		2.29		2.83		
Farm	do.	2.27	2.38	1.91		2.18		2.88		
Frozen vegetables 4/										
Urban	do.	.21	.22	.13	.15	.18	.12	.25	.38	.39
Rural nonfarm	do.	.17	.04	.12		.13		.47		
Farm	do.	.08	.04	.08		.09		.11		
Canned vegetables 4/										
Urban	do.	.77	.63	.82	.89	.70	.95	.73	.75	.68
Rural nonfarm	do.	1.14	1.26	1.17		1.02		1.53		
Farm	do.	1.03	1.19	1.04		.97		.96		
Potatoes 5/										
Urban	do.	1.51	1.61	1.59	1.61	1.43	1.48	1.59	1.04	1.56
Rural nonfarm	do.	2.04	1.90	2.04		1.85		2.53		
Farm	do.	2.32	2.49	2.04		2.02		2.54		
Fresh fruit										
Urban	do.	3.25	3.21	2.52	2.29	3.01	3.09	4.01	3.33	5.27
Rural nonfarm	do.	2.71	1.96	2.69		2.73		2.96		
Farm	do.	3.12	3.38	3.07		3.57		2.69		
Canned fruit 4/										
Urban	do.	.63	.60	.58	.55	.61	.70	.83	.85	.48
Rural nonfarm	do.	.54	.33	.48		.53		.91		
Farm	do.	.43	.55	.29		.36		.68		
Fruit and vegetable juices 6/										
Urban	do.	1.22	.67	.68	1.06	1.15	1.21	1.58	1.40	1.68
Rural nonfarm	do.	.99	.48	.79		1.20		1.70		
Farm	do.	.91	1.00	.96		.71		.96		
Fluid whole milk										
Urban	Quarts	2.98	2.44	2.00	2.88	3.18	3.29	3.26	2.57	3.09
Rural nonfarm	do.	3.34	2.39	3.51		3.42		3.01		
Farm	do.	4.53	4.60	3.53		4.71		4.06		
Flour and cereal products										
Urban	Pounds	1.29	1.13	1.70	1.63	1.30	1.08	1.33	.93	1.06
Rural nonfarm	do.	1.82	2.37	1.68		2.03		1.27		
Farm	do.	2.10	2.31	2.04		2.18		1.63		
Bakery products										
Urban	do.	2.19	2.13	1.96	2.10	2.16	2.33	2.40	2.25	2.31
Rural nonfarm	do.	2.16	1.85	2.24		1.89		2.70		
Farm	do.	1.80	1.65	2.06		1.71		1.96		
Fats and oils 7/										
Urban	do.	.88	.88	.85	.90	.90	.84	.89	1.04	.92
Rural nonfarm	do.	1.01	.84	1.04		1.05		.99		
Farm	do.	.98	.93	.99		.93		1.01		
Sugar and sweets	do.									
Urban	do.	1.12	.96	.91	1.26	1.19	1.14	1.11	.92	1.27
Rural nonfarm	do.	1.30	1.30	1.26		1.41		.97		
Farm	do.	1.53	1.62	1.58		1.46		1.50		
Average 1954 family money income after income taxes										
Urban	Dollars	6,033	961	2,489	3,593	4,469	5,463	6,937	8,886	17,765
Rural nonfarm	do.	4,105	1,472	3,104		4,818		8,104		
Farm	do.	3,822	236	3,112		4,803		8,883		
Distribution of households by income class 8/										
Urban	Percent	100.0	6.6	9.9	15.6	21.8	15.9	13.9	6.0	10.3
Rural nonfarm	do.	100.0	10.5	45.3		31.6		12.6		
Farm	do.	100.0	24.6	31.1		27.9		16.4		

1/ Derived from data in *Food Consumption of Households in the West*, Report No. 5, 1955 Household Food Consumption Survey. 21 meals at home equivalent to one person. 2/ Includes some households not classified by income. 3/ Excludes potatoes and sweetpotatoes. 4/ Commercially canned or frozen. Excludes potatoes and sweetpotatoes. 5/ Includes small amounts of sweetpotatoes. 6/ Single-strength equivalent. Includes home-made vegetable juices; otherwise commercially prepared. 7/Includes butter. 8/ Excludes households not reporting income.

A major factor in the higher consumption rate of lamb in the West compared to the North Central Region was that twice as large a proportion of urban households in the West ate lamb during the survey week as urban households in the North Central Region.

Home Production

Home-produced food is less important in the West than in any of the other regions, both because of the small farm population and the fact that farm households in the West generally did not raise as much of their own food as did those in the other regions. Findings of the survey indicate that farm households in the West consumed about the same amount per person of home-produced beef, fluid whole milk, chicken and eggs as did farm households in the North Central Region, but less home-produced pork, and less fruits and vegetables (table 8). Though home production of food in general was not as important in the West as in the other regions, it was very important to farm households for some commodities. About three-fourths of the milk used by farm households in the West was home produced, two-thirds of the chicken and eggs, and about 60 percent of the beef. On the average, low-income farm households used more home-produced milk, eggs and fresh vegetables per person than did farm households in the upper income groups. There was no noticeable pattern of use with respect to income for other home-produced commodities.

Table 8.- Quantity of selected home-produced foods used at home per person and share of total use from home production, farm households of 2 or more persons, in the West, in a week, spring 1955 1/

Item	Beef	Pork	Chicken	Eggs	Fluid whole milk	Fresh white potatoes	Fresh vegetables 2/	Fresh fruit
	Lb.	Lb.	Lb.	Doz.	Qt.	Lb.	Lb.	Lb.
Quantity used per person	1.05	.27	.46	.57	3.56	.37	.47	.67
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.
Share of total use from home production	60	30	70	67	78	16	20	22

1/ Derived from data in Food Consumption of Households in the West, Report No. 5, 1955 Household Food Consumption Survey.

2/ Excludes potatoes and sweetpotatoes.

Other Factors Affecting Western Food Consumption

Though degree of urbanization, family income, and household size are the major influences on consumption rates, there are other factors that have been measured in the 1955 survey reports that also affect consumption rates.

Composition of households, i.e. the proportion of household members in each sex-age group, also affected consumption rates. [6] In the West, the greatest proportion of children under 10 years old in all urbanization categories was in middle income groups (table 9). Generally, farm households had the greatest proportion of children and rural nonfarm households the least. The proportion of youths, 10 to 20 years old, increased in each successively higher income group in all urbanization categories, the highest in farm households.

Differences in the proportion of members in each of these age groups may have affected the consumption rates of some items as much as differences in family income. Urban households in the West with incomes of less than $2,000 and those in the $8-10,000 income group used more fresh vegetables per person during the survey week than urban households in the $4-5,000 group. Those households in the bottom and top income groups had the lowest proportion of children and those in the middle income group had the highest. The effect of differences in household composition is also seen in the consumption rates of fluid whole milk. The middle income group, which had the largest proportion of young children, had the highest consumption rate for milk. The other two groups had much lower rates.

Differences in household composition did not seem to affect the consumption rate of such items as beef, where the rate increased steadily in households in successively higher income groups.

Another factor that may influence consumption rates is the distribution of families by family size. [7] Larger families generally reap some advantage from economies of scale in purchasing and preparing food that 2-member families do not enjoy. In the West, the greatest proportion of large-size families was in the middle income groups, and the preponderance of 2-member families was in the under $2,000 income group (table 9). The greatest proportion of farm families of all family sizes, except those of 6 or more members, was in the $2,000 to $4,000 income group. Farm families of 6 or more occurred more frequently in the next higher income group.

The tabulations necessary to measure the effect of these differences in distribution of families by family size on consumption rates of individual food items are being prepared by the Institute of Home Economics. Further discussion of this factor will be presented in The National Food Situation when these tabulations are available.

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[6] Table 2 of Report No. 10, 1955 Household Food Consumption Survey, shows distribution of household members in more detailed age and sex groups.

[7] Table 1 in all of the reports on the survey contains the number of families of each family size.

Table 9.- Proportion of household members in selected age groups and proportion of households of each size, households of 2 or more persons grouped by urbanization and income, in the West, spring 1955 1/

Item	All 2/	Under $2,000	$2-4,000	$4-6,000	$6-8,000	$8,000 and over
	Percent	Percent	Percent	Percent	Percent	Percent
Age of members						
Urban						
Adults (over 20)	59	79	57	56	61	64
Youths (10-20)	18	5	19	15	18	21
Children (under 10)	23	16	24	29	21	15
Total urban	100	100	100	100	100	100
Rural nonfarm						
Adults (over 20)	60	63	65	53	61	
Youths (10-20)	19	18	15	22	17	
Children (under 10)	21	19	20	25	22	
Total rural nonfarm	100	100	100	100	100	
Farm						
Adults (over 20)	54	65	52	47	54	
Youths (10-20)	20	15	23	22	24	
Children (over 10)	26	20	25	31	22	
Total farm	100	100	100	100	100	
Family size						
Urban						
2-member	35	75	34	30	36	33
3-member	24	25	31	23	21	16
4-member	21	---	19	21	29	29
5-member	11	---	8	16	5	14
6 or more	9	---	8	10	9	8
Total urban	100	100	100	100	100	100
Rural nonfarm						
2-member	40	50	53	20	33	
3-member	19	30	19	13	25	
4-member	14	---	5	27	25	
5-member	17	10	7	20	17	
6 or more	10	10	16	20	---	
Total rural nonfarm	100	100	100	100	100	
Farm						
2-member	21	37	21	12	10	
3-member	21	27	24	18	15	
4-member	21	20	18	21	30	
5-member	19	3	24	26	20	
6 or more	18	13	13	23	25	
Total farm	100	100	100	100	100	

1/ From 1955 Household Food Consumption Survey, Reports No. 5 and 10.

2/ Includes some households not classified by income.

HOUSEHOLD USE OF FATS AND OILS IN THE UNITED STATES [1]

Detailed information on household use of fats and oils is available from the 1955 nationwide survey. In this survey 6,060 households in all parts of the country reported on how much of each major fat or oil, as well as other food items, they used during the week preceding the interview, and how much they spent for each. [2] Information on fats, as on all other foods, has been cross-classified according to the region, degree of urbanization, and family income of the households, and averages have been calculated for each subcategory. This article reviews these data and those from earlier surveys that are pertinent to the analysis of the household market for fats and oils.

Measures of Overall Use of Fats and Oils

Results of the spring 1955 survey indicate that households of 2 or more persons in the U. S. used 0.85 pound (fat content) of separated (refined) fats and oils per person during the survey week. [3] There was a great difference among households in the several urbanization categories in average amounts of separated fats used. Urban households generally used the smallest total quantity of separated fats (on a per person basis) but obtained more from prepared foods such as bakery goods than households in the other urbanizations. Farm households used the largest amount of separated fats and got the smallest amount from prepared foods (table 10).

At first glance, measures of overall use such as this do not appear to have as much value to marketers of fats and oils as do measures of use of individual items. But items such as butter and margarine substitute one for another, and a change in use of one of them may mean either a change in total use of fats or only a substitution of one for another. Because of this, measures of overall use are helpful in checking the implications of changes in use of individual items.

Regional and Urbanization Differences

Average use of separated fats and oils, including those bought or home-produced as such and those purchased in prepared foods, varied among households of the same urbanization group from one region to another (table 10). Among urban households of 2 or more persons, average use of separated fats ranged

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[1] By Robert J. Lavell, Statistical and Historical Research Branch, AMS.

[2] Report Nos. 1-5, 1955 Household Food Consumption Survey, contain primarily marketing information such as average amounts used of each food item, the average money value of it, and the percentage of households reporting using the item. Report Nos. 6-10 contain primarily dietary information, such as fat content of the foods used.

[3] As used in this article, separated fats refer to the total of visible and invisible separated fats. Separated fats include butter, margarine, lard, vegetable shortening, salad and cooking oils, and refined fats and oils in salad dressing; invisible separated fats include any of these commodities added in the preparation of ready prepared food.

Table 10.- Several measures of fat consumption per person, in households of 2 or more persons grouped by urbanization, by region and by income, in a week, spring 1955 1/

Urbanization and item	All households of 2 or more persons				1954 family income after income taxes				
	North-east	North Central Region	South	West	All 2/	Under: $2,000	$2-4,000	$4-6,000	$6,000 and over
	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.
Urban									
Total fat content of diet	2.19	2.42	2.35	2.47	2.33	2.10	2.25	2.34	2.51
Fat content of non-separated fat 3/	1.49	1.60	1.47	1.64	1.53	1.33	1.45	1.55	1.67
Fat content of all separated fat 4/	.70	.82	.88	.83	.80	.77	.80	.79	.84
Visible	.57	.67	.77	.70	.67	.68	.69	.65	.68
Invisible 5/	.13	.15	.11	.13	.13	.09	.11	.14	.16
Rural nonfarm									
Total fat content of diet	2.30	2.42	2.35	2.69	2.38	2.14	2.38	2.48	2.53
Fat content of non-separated fat	1.47	1.56	1.41	1.74	1.49	1.20	1.49	1.59	1.65
Fat content of all separated fat	.83	.86	.94	.95	.89	.94	.89	.89	.88
Visible	.70	.73	.85	.83	.78	.88	.78	.76	.73
Invisible	.13	.13	.09	.12	.11	.06	.11	.13	.15
Farm									
Total fat content of diet	2.66	2.67	2.56	2.62	2.61	2.53	2.66	2.68	2.67
Fat content of non-separated fat	1.76	1.50	1.48	1.70	1.62	1.49	1.67	1.75	1.75
Fat content of all separated fat	.90	1.17	1.08	.92	.99	1.04	.99	.93	.92
Visible	.80	1.07	1.03	.81	.91	.99	.90	.83	.82
Invisible	.10	.10	.05	.11	.08	.05	.09	.10	.10

1/ From 1955 Household Food Consumption Survey, Report Nos. 1-10. Per person averages derived from household averages using average household size based on 21 meals at home equivalent to one person.

2/ Includes some households not classified by income.

3/ Fat obtained from foods such as meat, poultry, fish, and milk products other than butter.

4/ Separated fats are refined fats such as butter, margarine, lard, and vegetable oil products.

5/ Separated fat taken into the kitchen in a processed food, such as shortening in bakery goods. Estimated as 10 percent of flour mixes, 2 percent of bread, 10 percent of other bakery goods, and 35 percent of potato chips.

from a low of 0.70 pound per person in the Northeast to 0.88 pound in the South. The only region that was consistently high or low in use of fats was the Northeast, where households in each urbanization group used the least fat compared with households in that urbanization group in other regions.

The general pattern of variation in use among urbanization categories was that farm households used the most separated fats per person and urban households used the least.

Differences Associated with Income

Use per person of separated fats and oils decreased in rural nonfarm and farm households in successively higher income groups. But among urban households, average use of separated fats and oils increased with income, from 0.77 pound per person in households with less than $2,000 income to 0.84 pound in those households with incomes over $6,000. The rise was mostly in invisible separated fats as these households use relatively greater amounts of ready prepared foods.

Other Measures of Overall Use

Other measures of the use of fats and oils help explain variations in use of total separated fats and of individual items. Separated fats from ready prepared foods ("invisible" separated fats) has been mentioned. In general, the pattern of use of invisible separated fats was opposite to that for visible separated fats. Urban households obtained the most separated fats in the form of prepared foods, and farm households the least. But farm households used the most visible separated fats and urban households the least (table 10). The same reversal of pattern was found with respect to income. High income households generally used the most invisible and the least visible separated fats while low income households used the most visible and the least invisible separated fats.

Another overall measure, total fat content of the diet, includes fats from sources often not taken into account as sources of fat, such as meat and dairy products other than butter. These are described as non-separated fats. Almost two-thirds of the total fat content of the diet came from these foods. Fats from this source are important in the total competitive picture because they can be substituted for separated fats to some extent. In the spring of 1955 about 60 percent of the non-separated fats came from meat, poultry, fish, and eggs; 30 percent from milk products; and 10 percent from other foods. The pattern of use of non-separated fats was similar to that of invisible separated fats--consumption increased in households with higher incomes. Farm households used more non-separated fats than urban households because of the large amount of home-produced meat and milk they consumed.

Use of Visible Separated Fats and Oils

Visible separated fats are used as table fats (butter and margarine), cooking fats (lard and vegetable shortening), salad or cooking oil, and in prepared salad dressings. The average quantity used per person of each of these items varied from region to region with degree of urbanization and by income of the households. Average consumption rates of households in the several regions, urbanization, and income groups indicate the structure of the market--who buys what, and who doesn't.

Table Fats

Average use of total table fats in urban, rural nonfarm, and farm households throughout the U. S. amounted to 0.40 pound per person in each urbanization during the survey week. 4/ But urban households used 0.20 pound each of butter and of margarine on the average, while rural nonfarm households used more margarine than butter, and farm households used more butter than margarine (table 11).

Patterns of use of table fats according to family income were similar in 1955 in each group of households cross-classified by region and urbanization. Generally, use of butter increased with income while use of margarine was more stable. As a result, total use of table fats also increased gradually in households in successively higher income groups. The effect of income on use of table fats in the Northeast and in the South, the extremes among the 4 regions in use of fats and oils, is shown in table 12.

Though use of table fats tended to follow the same general pattern with respect to income in each urbanization category, the amounts consumed per person varied from region to region. For example, low income urban households in the Northeast on the average used 0.21 pound per person of butter and 0.13 pound of margarine. But use of butter increased steadily with each step up in family income to 0.27 pound per person in households with incomes over $6,000. Margarine consumption remained relatively stable. In the North Central Region low-income urban households used about equal amounts of butter and margarine, around 0.24 pound per person, but upper income households used around 0.30 pound of butter and only 0.17 pound of margarine. Urban households in the South in most income groups used about 3 times as much margarine per person as they did butter, and use of both commodities increased with income. In the West low-income urban households used about 0.20 pound of butter per person and 0.35 pound of margarine. But the use of butter steadily increased to around 0.30 pound per person in the over $6,000 income group while use of margarine decreased to around 0.20 pound in the same group.

Rural nonfarm and farm patterns of use of butter and margarine show comparable variations among the several regions, as indicated in tables 11 and 12.

Cooking Fats

Farm households on the average used the most lard in each region, and urban households used the least. The vegetable shortening picture was not quite so clear cut. In some regions farm households used the most per person,

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4/ For more detail on use of butter and margarine see "Consumption Patterns of Dairy Products." NFS-79, February 1957.

Table 11.- Consumption per person of fats and oils, in households of 2 or more persons grouped by region and urbanization, in a week, spring 1955 1/

Region and urbanization	Table fats 2/			Cooking fats			Cooking and salad oil	Salad dressing 2/
	Total	Butter	Margarine	Total	Lard	Vegetable shortening		
	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.
United States								
Urban	0.40	0.20	0.20	0.20	0.07	0.14	0.07	0.16
Rural nonfarm	.40	.17	.23	.33	.18	.15	.05	.16
Farm	.40	.27	.13	.50	.39	.11	.03	.13
Northeast								
Urban	.40	.25	.15	.10	.02	.08	.09	.12
Rural nonfarm	.50	.19	.31	.19	.07	.12	.05	.13
Farm	.50	.28	.22	.30	.18	.12	.03	.15
North Central Region								
Urban	.43	.24	.19	.19	.04	.15	.05	.16
Rural nonfarm	.44	.21	.23	.27	.11	.15	.03	.18
Farm	.46	.34	.12	.37	.27	.10	.02	.13
South								
Urban	.32	.09	.24	.36	.16	.20	.05	.19
Rural nonfarm	.30	.12	.18	.48	.32	.16	.05	.16
Farm	.34	.23	.11	.67	.56	.10	.03	.13
West								
Urban	.44	.18	.26	.19	.04	.14	.08	.19
Rural nonfarm	.43	.15	.28	.28	.08	.20	.12	.19
Farm	.43	.26	.17	.29	.12	.17	.09	.18

1/ From 1955 Household Food Consumption Survey, Report Nos. 1-5. Per person averages derived from household averages using average household sizes based on 21 meals at home equivalent to one person.

2/ Product weight.

Table 12.- Fats and oils consumed per person, in households of 2 or more persons grouped by urbanization and income, in the Northeast and the South, in a week, spring 1955 1/

Urbanization and item	Northeast					South				
	All 2/	Under $2,000	$2- 4,000	$4- 6,000	$6,000 and over	All 2/	Under $2,000	$2- 4,000	$4- 6,000	$6,000 and over
	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.
Urban										
Total table fat 3/	0.40	0.34	0.40	0.37	0.42	0.32	0.29	0.29	0.37	0.42
Butter	.25	.21	.22	.23	.27	.09	.09	.07	.08	.13
Margarine	.15	.13	.17	.15	.15	.24	.20	.22	.29	.28
Total cooking fat	.10	.11	.14	.08	.11	.36	.43	.39	.33	.24
Lard	.02	5/	.05	.01	.02	.16	.30	.21	.07	.03
Vegetable shortening 4/	.08	.11	.10	.07	.09	.20	.13	.17	.26	.21
Salad and cooking oil	.09	.06	.07	.10	.11	.05	.02	.04	.05	.12
Salad dressing 3/	.12	.10	.12	.13	.13	.19	.12	.19	.22	.21
Rural nonfarm										
Total table fat 3/	.50	.65	.45	.46	.53	.30	.28	.30	.32	.33
Butter	.19	.26	.15	.16	.22	.12	.16	.10	.13	.10
Margarine	.31	.40	.30	.30	.31	.18	.12	.21	.19	.23
Total cooking fat	.19	.27	.19	.18	.14	.48	.61	.44	.42	.33
Lard	.07	.14	.09	.05	.04	.32	.46	.28	.25	.05
Vegetable shortening 4/	.12	.13	.11	.13	.09	.16	.15	.16	.16	.29
Salad and cooking oil	.05	.06	.05	.05	.05	.05	.04	.05	.09	.06
Salad dressing 3/	.13	.04	.14	.14	.15	.16	.10	.18	.21	.24
Farm										
Total table fat 3/	.50	.62	.49	.47	.43	.34	.33	.33	.34	.38
Butter	.28	.30	.28	.27	.25	.23	.24	.20	.18	.22
Margarine	.22	.32	.21	.20	.18	.11	.09	.13	.16	.16
Total cooking fat	.30	.39	.33	.19	.25	.67	.72	.62	.58	.50
Lard	.18	.26	.24	.09	.08	.56	.63	.51	.43	.34
Vegetable shortening 4/	.12	.13	.09	.11	.17	.10	.08	.11	.15	.16
Salad and cooking oil	.03	.03	.02	.02	.04	.03	.02	.03	.04	.02
Salad dressing 3/	.15	.18	.13	.10	.22	.13	.10	.16	.19	.17

1/ From 1955 Household Food Consumption Survey, Report Nos. 1-5. Per person averages derived from household averages using average household size based on 21 meals equivalent to one person. Income groups based on 1954 family income after taxes. 2/ Includes some households not classified by income. 3/ Product weight. 4/ Includes a small amount of mixed vegetable oil and animal fat. 5/ Less than 0.005 pounds.

as in the Northeast, and in others they used the least, as in the North Central Region and the South (table 11).

On the average, low income households in all urbanizations used more lard than vegetable shortening. Use of lard tended to run sharply lower in households with higher incomes, while use of vegetable shortening was relatively stable throughout the income range. Accordingly, urban and rural nonfarm households in the middle and upper income groups, used more vegetable shortening per person than lard. All farm households used more lard than vegetable shortening on the average but the difference narrowed in the upper part of the income range (table 12). Patterns of use of cooking fats differed as much within each urbanization category as they did among the urbanizations. On the average, urban households in the Northeast used little vegetable shortening, 0.08 pound per person, and practically no lard purchased as such, (table 12). About the same amount of lard was used per person in urban households in the North Central Region as in the Northeast, but about half again as much vegetable shortening was used. Patterns and level of use per person with respect to income of lard and vegetable shortening in urban households in the West were about the same as those in the North Central Region. In all 3 regions, use of these commodities was about the same among households in each of the income groups. In the South, urban households used 0.16 pound of lard per person on the average and 0.20 pound of vegetable shortening. Low income southern urban households used more lard than vegetable shortening, but among southern households with successively higher incomes, use of lard decreased and use of vegetable shortening increased.

Use of cooking fats in rural nonfarm households did not vary as much among the regions as it did in urban households. In all regions, use of lard in rural nonfarm households decreased with income. Use of vegetable shortening generally increased up to the middle incomes, and then decreased. Southern rural nonfarm households in each income group used the most lard and generally the most vegetable shortening compared with use in other regions.

Farm households were the big users of cooking fats, particularly in the South. Most of the cooking fat used by southern farm households was lard, 0.63 pound per person in the low income households. The rate of use decreased steadily to 0.34 pound in households with incomes over $6,000. Southern farm households in the lowest income group used 0.08 pound of vegetable shortening per person. Use by upper income groups was twice as high (table 12). Farm households in other regions generally used cooking fats in roughly the same patterns by income though the level was lower.

In all regions, groups of households that used the least cooking fats generally used the most invisible separated fats in bakery goods and other prepared foods. Upper income households used the most commercially prepared foods per person so they generally used the least cooking fats bought or home-produced as such.

Salad and Cooking Oils and Prepared Salad Dressing

In the U. S. as a whole urban households averaged highest in use per person of salad and cooking oils and prepared salad dressings, and farm households lowest. The relative amounts used per person in each urbanization varied from region to region (table 11). Western households used more of these commodities on the average than did households in the other regions. They also used more fresh salad vegetables per person than households in the other regions.

Generally, per person use both of salad and cooking oils and of prepared salad dressings increased in households grouped at successively higher income levels. The pattern of use of these commodities according to income was much the same in all regions and all urbanization groups, though the level of use varied from group to group. For example, low-income urban households in the Northeast used 0.06 pound of salad and cooking oil per person during the survey week, and upper income households in the same region and same urbanization group used 0.11 pound per person. In the South the low-income urban households used 0.02 pound per person of the same commodity on the average, and upper-income households used 0.12 pound (table 12).

Home Production of Separated Fats

Butter and lard are the only edible separated fats that are home-produced to any appreciable extent. Average use per person of home-produced butter and lard is significant only in farm households. Almost half the butter and half the lard used during the week reported on by farm households in the U. S. were home-produced.

The amounts of home-produced butter and lard used, and their relative importance in total use of these commodities, varied from region to region (table 13). For example, farm households in the North Central Region used 0.05 pound of home-produced butter per person, the least reported during the survey week, and southern farm households used the most, 0.19 pound. The low consumption rate reported in the North Central Region, an important milk producing region, is due to the definition used in the survey. Only butter churned at home from milk produced on the same farm was considered to be home-produced, and many north central producers sell their milk to creameries and buy back the butter they need at about the same price per pound of butterfat as they receive for their milk.

Western farm households used only 0.04 pound per person of home-produced lard while those in the South used 0.21 pound per person.

Generally, use of home-produced butter decreased in farm households with successively higher incomes, while use of home-produced lard was relatively stable throughout the income range. At the same time the average amount of purchased butter used by farm households increased with income, while use of purchased lard decreased.

Table 13.- Consumption per person of home-produced butter and lard, in farm households of 2 or more persons grouped by region and income, in a week, spring 1955 1/

Item and region	Consumption of home-produced item					Percentage of total consumption of item				
	All 2/	Under $2,000	$2-4,000	$4-6,000	$6,000 and over	All 2/	Under $2,000	$2-4,000	$4-6,000	$6,000 and over
	Lb.	Lb.	Lb.	Lb.	Lb.	Pct.	Pct.	Pct.	Pct.	Pct.
Butter 3/										
United States	0.12	0.16	0.10	0.06	0.06	44	64	36	21	20
Northeast	.09	.07	.12	.08	.04	32	24	43	30	16
North Central Region	.05	.08	.05	.03	.02	15	29	14	8	6
South	.19	.20	.15	.14	.18	83	83	75	78	82
West	.07	.08	.06	.02	.03	27	35	22	11	9
Lard										
United States	.18	.18	.18	.16	.17	46	34	50	67	71
Northeast	.11	.11	.16	.07	.08	61	42	67	78	100
North Central Region	.18	.19	.17	.17	.20	67	58	65	74	74
South	.21	.20	.21	.23	.21	38	31	41	54	62
West	.04	.05	.04	4/	.09	33	42	33	8	75

1/ From 1955 Household Food Consumption Survey, Report Nos. 1-5. Per person averages derived from household averages using average household size based on 21 meals at home equivalent to one person. Income groups based on 1954 family income after taxes.

2/ Includes some households not classified by income.

3/ Product weight.

4/ Less than 0.005 pounds.

Expenditures for Fats and Oils

Information on the value of purchased fats and oils used by households is just as important to marketers of these items as data on the quantities used. Survey Report Nos. 1-5 give average money value per household for commodity groups and for individual items of purchased fats and oils used during the week reported on in the 1955 survey. 5/

Both degree of urbanization and region affected the dollar outlay per person for fats and oils. For instance, southern households in each urbanization generally spent the least for fats and oils (table 14). One of the reasons for lower expenditures was the heavier concentration of households among the low income groups in the South than in the other regions. Another reason was variation in the proportion of different items used. Southern households used the least butter per person, and butter was the most expensive of these items. Price differences for the same item among the several regions were small and accounted for little of the regional differences in expenditures.

In the U. S. as a whole the dollar value of all purchased fats and oils used per person generally increased with income but not as rapidly as the value of all foods bought. Thus higher income groups spent less of their food dollars on fats and oils than did low-income groups. Practically all the increase in outlays for purchased fats and oils in the higher income households was from increased use of butter. Expenditures for salad dressings and for cooking and salad oils increased only slightly in households with progressively higher incomes, and purchases of cooking fats ran lower in higher income households.

Expenditures for individual items varied by region and urbanization, as indicated in table 15, as well as by income. Households in each urbanization generally allocated to table fats about the same proportion of their total fats and oils dollar outlay. About 40 percent of expenditures for all fats and oils in the lower income groups was for table fats, and over 60 percent in the upper groups. The proportion of the fat-and-oil dollar spent for butter was greater in upper income households while that for margarine was lower. This was true in every urbanization in each region. The proportion of total fats and oils expenditures spent for cooking fats decreased from around 40 percent in low income households to about 20 percent in middle and upper income households. This difference resulted from the shift to commercially prepared foods by households in the upper income groups. Also upper income households probably used less cooking fats but more butter and margarine for frying than did those with lower incomes. The proportion spent for salad dressings ranged from 10 to 20 percent, generally increasing with income. Upper income groups mainly used greater quantities, not more expensive products. For cooking and salad oils the proportion ranged from 1 to 10 percent, again generally increasing with income.

5/ Averages per household are misleading for some analyses because of differences in average household size; farm households had most members on the average and urban households the least. Furthermore, household size generally increased with income in all urbanizations.

Table 14.- Expenditures per person for fats and oils, and shares in total expenditures for food at home, in households of 2 or more persons grouped by urbanization, region and income, in a week, spring 1955 1/

Urbanization and region	Expenditures per person					Shares in total expenditures for food at home 3/				
	All 2/	Under $2,000	$2-4,000	$4-6,000	$6,000 and over	All 2/	Under $2,000	$2-4,000	$4-6,000	$6,000 and over
	Dol.	Dol.	Dol.	Dol.	Dol.	Pct.	Pct.	Pct.	Pct.	Pct.
Urban										
United States	0.31	0.26	0.29	0.31	0.36	4.1	4.7	4.4	3.9	4.1
Northeast	.31	.26	.30	.31	.34	3.9	4.5	4.1	3.8	4.0
North Central Region	.33	.31	.32	.31	.37	4.2	4.5	4.4	4.2	4.2
South	.28	.24	.27	.29	.33	4.5	4.9	4.7	4.3	4.1
West	.33	.32	.28	.30	.62	4.2	4.9	4.2	4.0	4.2
Rural nonfarm										
United States	.29	.25	.28	.31	.35	5.0	6.7	4.9	4.8	4.6
Northeast	.30	.24	.29	.28	.33	4.6	5.2	4.8	4.2	4.4
North Central Region	.32	.28	.29	.34	.37	5.1	5.9	5.2	5.2	5.0
South	.27	.24	.25	.31	.33	5.4	7.1	5.0	5.0	4.5
West	.33	.30	.31	.33	.40	4.4	5.6	4.3	4.5	3.9
Farm										
United States	.25	.21	.25	.29	.30	6.7	7.2	6.6	6.6	6.5
Northeast	.28	.36	.24	.26	.34	5.9	7.8	5.6	5.1	5.7
North Central Region	.30	.26	.30	.32	.31	7.4	7.1	7.6	7.3	7.3
South	.19	.18	.21	.22	.21	6.4	7.3	6.0	5.7	5.1
West	.30	.30	.29	.31	.27	6.4	6.0	6.2	6.8	6.6

1/ From 1955 Household Food Consumption Survey, Report Nos. 1-5. Income groups based on 1954 family income after income taxes.

2/ Includes some households not classified by income.

3/ Excludes expenditures for alcoholic beverages.

Table 15.- Shares of major fats and oils items in total expenditures for fats and oils for home use, in households of 2 or more persons grouped by urbanization and region, in a week, spring 1955 1/

Urbanization and region	Table fats			Cooking fats			Salad and cooking oils	Salad dressing	All fats and oils
	Total	Butter	Mar-garine	Total	Lard	Vegetable shortening 2/			
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.
Urban									
United States	59	43	16	17	5	12	8	16	100
Northeast	67	54	13	10	2	8	11	12	100
North Central Region	65	49	16	15	3	12	5	15	100
South	42	22	20	31	12	19	6	21	100
West	56	36	20	16	3	13	8	20	100
Rural nonfarm									
United States	52	31	21	26	11	15	6	16	100
Northeast	68	39	29	13	2	11	7	12	100
North Central Region	63	43	20	19	5	14	3	15	100
South	33	15	18	40	23	17	7	20	100
West	50	28	22	21	4	17	12	17	100
Farm									
United States	51	38	13	29	17	12	4	16	100
Northeast	66	45	21	16	4	12	4	14	100
North Central Region	72	60	12	15	5	10	2	11	100
South	23	8	15	51	36	15	5	21	100
West	52	38	14	20	4	16	11	17	100

1/ From 1955 Household Food Consumption Survey, Report Nos. 1-5.
2/ Includes a small amount of mixed vegetable oil and animal fat.

Comparison of 1955 Averages and Patterns of Use with Those of Earlier Surveys

Since the start of World War II there have been 3 nationwide surveys of food consumption and dietary levels in the U. S. In the spring of 1942 households in all urbanization categories were surveyed and the results tabulated by urbanizations for the whole country. In the spring of 1948 urban households only were surveyed, with limited regional data published. The much larger sample used in the 1955 survey has provided greater detail, as illustrated throughout this article. These surveys supply pictures of food patterns of households at 3 points in time covering a span of 13 years. After adjusting for price changes 7/, the data on fats and oils items highlight the changes since 1942 in average amounts used and in patterns of use of individual items in relation to income and to urbanization.

Overall Measures

Between 1942 and 1955 the total fat content of diets for all households increased 20 percent, from 1.98 pounds per person to 2.39 pounds. The increase in fat content came from the greater use of meats, dairy products and other foods high in non-separated fats. Average use of separated fats remained 0.85 pound per person. Use of separated fats remained at the same level because use of invisible separated fats increased from 0.08 pound per person in 1942 to 0.12 pound in 1955, offsetting a corresponding drop in use of visible separated fats during that period.

In order to include 1948 data to find out when these changes in use of fats and oils occurred, the analysis must be shifted from all households to urban households only. Table 16 indicates that the changes in use of non-separated fats by urban households occurred at about the same rate before 1948 as after. The greater part of the changes in use of visible and invisible separated fats occurred after 1948.

Part of the drop in average use of visible separated fats came from (1) changes in patterns of use according to income, (2) changes in distribution of households among income groups, and (3) changes in the proportion of households using the commodities. Contributions of these sources of change to the change in average use of individual fats and oils items are measured with the survey data in the following sections.

Table Fats

In spring 1942 even low-income urban households used more butter than margarine per person. At that time average use of butter increased sharply among households with successively higher incomes while use of margarine

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7/ Average income of each income group has been adjusted to 1954 dollars by using changes in the BLS Consumer Price Index to adjust the income reported in the surveys.

Table 16.- Comparison of fat content of diet per person in United States, urban households of 2 or more persons, in a week, spring 1942, 1948, and 1955 1/

Item	1942	1948	1955
	Lb.	Lb.	Lb.
Total fat content of diet	2.05	2.18	2.33
Fat content of foods other than separated fats	1.22	1.35	1.53
Fat content of all separated fats	.83	.83	.80
Visible	.73	.72	.67
Invisible 2/	.10	.11	.13

1/ 1942 and 1948 data derived from Agriculture Information Bulletin No. 132, Food Consumption of Urban Families in the United States, U. S. Department of Agriculture, Washington, D. C. 1955 data from 1955 Household Food Consumption Survey, Report No. 1.

2/ Separated fat taken into the kitchen in processed food, such as shortening in bakery goods. Estimated as 10 percent of flour mixes, 2 percent of bread, 10 percent of other bakery products, and 35 percent of potato chips.

Table 17.- Comparison of use per person of home-produced fats and oils, in all U. S. farm households, in a week, spring 1942 and 1955 1/

Item	Total used		From home production		Percentage home-produced	
	1942	1955	1942	1955	1942	1955
	Lb.	Lb.	Lb.	Lb.	Pct.	Pct.
Butter	0.45	0.27	0.30	0.12	67	44
Lard	.39	.39	.22	.18	56	46

1/ 1942 survey data from Family Food Consumption in the United States, Misc. Pub. No. 550, and 1955 Household Food Consumption Survey, Report No. 1.

decreased to practically nothing in the highest income groups. In 1948 low-income households used more margarine per person than butter, and use of margarine did not decrease as sharply with income as it did in 1942, nor did the use of butter increase as sharply. By 1955 urban households up to the middle income groups used more margarine than butter on the average, and average use of margarine declined only slightly in the upper income groups. [8]

The averages cited above are based on all urban households in the group, including those households not using the item. The changes between 1942 and 1955 may have come from changes in the proportion of households using the item, or from changes in the average amounts used by using households. For butter, the proportion of households using dropped from 85 percent in 1942 to 63 percent in 1955. The average amount consumed by using households declined also, from 1.43 pounds per household to 1.05 pounds (table 18). At the same time, the proportion of households using margarine increased from 14 percent to 59 percent, mainly because of the greater proportion of upper income households using margarine in 1955. The average amount of margarine consumed by using urban households dropped from 1.36 pounds per household to 1.12 pounds.

Cooking Fats

In spring 1942 much more lard than vegetable shortening was used per person by low-income urban households. In that year average use of lard decreased sharply in households with successively higher income while use of vegetable shortening increased slightly until by the middle income groups more vegetable shortening was being used than lard. In 1948 the patterns of use of the two commodities were about the same as in the earlier year except that there was less difference in average use of the two items by the lower income group. Consequently, more vegetable shortening than lard was being used by households from the lower middle income groups on up. By 1955, only the lowest income group used more lard than shortening, otherwise the patterns of use were the same, lard decreasing with income and vegetable shortening increasing with income.

The entire drop from the 1942 level of average use per person of lard to the 1955 level came from a drop in the proportion of households using lard, for the average amount used by using households was roughly the same in the 3 survey periods. About 35 percent of the urban households interviewed in 1942 used lard, while only 16 percent did in 1955 (table 18). The average amount of vegetable shortening used increased because the proportion of households using increased more than the average amount per using household decreased.

The net effect of changes in patterns and levels of use of cooking fats from 1942 to 1955 was that, on the average, use per person of lard in urban households decreased to about half what it was in 1942, and per person use of vegetable shortening increased about one-fourth. These changes came about mainly because vegetable shortening gained users and lard lost them.

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[8] For more details on changes in patterns of use of table fats see The National Food Situation, NFS-79, February 1957.

Table 18.--Percentage of households using major fats and oils and average amount used per household reporting, urban households of 2 or more persons, in a week, spring of 1942, 1948, and 1955 1/

Items	Percentage using			Average per household using		
	1942	1948	1955	1942	1948	1955
	Pct.	Pct.	Pct.	Lb.	Lb.	Lb.
Butter	85	66	63	1.43	1.18	1.05
Margarine	14	51	59	1.36	1.18	1.12
Lard	35	28	16	1.43	1.39	1.38
Vegetable shortening 2/	38	64	52	1.32	.75	.89
Salad and cooking oil	15	27	28	1.87	.78	.82
Salad dressings	3/	3/	72	3/	3/	.72

1/ 1942 and 1948 data from Agriculture Information Bulletin No. 132. 1955 data from 1955 Household Food Consumption Survey, Report No. 1.

2/ Includes a small amount of mixed vegetable oils and animal fat.

3/ Not available.

Table 19.--Comparison of survey data and annual disappearance data for consumption per person per week of fats and oils, 1942 and 1955 1/

Items	Survey data			Annual disappearance data		
	1942	1955	Change	1942	1955	Change
	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.
All separated fats	0.98	1.01	+0.03	0.94	0.93	-0.01
Butter	.37	.20	-.17	.31	.17	-.14
Margarine	.06	.20	+.14	.05	.16	+.11
Lard	.23	.14	-.09	.25	.19	-.06
Other fats and oil 2/	.31	.47	+.16	.33	.41	+.08

1/ 1942 survey data from Family Food Consumption in the United States, Misc. Pub. No. 550; and 1955 Household Food Consumption Survey, Report No. 1. Annual disappearance data from official disappearance series.

2/ Includes vegetable shortening, salad and cooking oil, prepared salad dressing, and invisible separated fats in prepared foods such as bakery products.

Cooking and Salad Oil and Salad Dressing

Average use per person of cooking and salad oils was the same among urban households in 1955 as it was in 1942 and 1948. but average use of salad dressings increased. The pattern of average use of cooking and salad oil according to income was about the same at the time of the 3 surveys because the increase in average amounts used per person by using households offset the decrease in proportion of households using. Households in all income groups are using more salad dressing, with both the percentage of households using and average amounts used by using households having increased over this period.

Changes in Use of Home-Produced Fats

Since farm households were surveyed in both 1942 and 1955, the changes in use of home-produced fats over that period can be measured. In 1942 two-thirds of the butter used by farm households in the U. S. was home produced, and over half of the lard used was home produced. In 1955 less than half of both commodities used by farm households was home produced (table 17). Home production of lard and butter was even less important in the total supply picture of these commodities in 1955 than these changes indicate because there were fewer farm households in 1955 than in 1942.

Survey Data Useful in Analysis of Changes in Disappearance of Fats and Oils

Disappearance data such as those regularly reported in National Food Situation and Fats and Oils Situation cover use of fats and oils by the entire civilian population while the survey data described herein pertain only to use by housekeeping households. In spite of this difference in coverage, survey data are useful in the study of major changes in disappearance data because the largest proportion of total food fats and oils is consumed at home in housekeeping households. 9/ And, though these survey data cover use during a week in the spring while disappearance data measure total use during the year, there is no problem of seasonality because spring appears to be a period of average use of fats and oils in households. 10/

Changes in use of individual fats and oils items from 1942 to 1955 as measured by survey data are compared with changes as measured by disappearance data in table 19. Both sets of data indicate that per person use of butter dropped almost 50 percent from 1942 to 1955, while average use of margarine increased to over 3 times what it was in 1942. Changes in use of lard and other fats and oils were in the same direction according to both sets of data though the levels of use differed slightly.

9/ Marketing Res. Report No. 3, page 84, indicates that non-household users, institutions and public and private eating places, use fats and oils at a somewhat greater rate per person than is used in households.

10/ Agriculture Information Bulletin No. 132, p. 9.

Components of Change in Average Use

Changes in per person use of an item in the fats and oils group can result from changes in different aspects of use. These include: (1) Change in pattern of use according to income. For example, in 1942 low-income households used more margarine per person than upper income households, but in 1955 households in all income groups used margarine at about the same rate. (2) There may be a change in level of use (average household use is greater in each income group) though the pattern of use with respect to income remains the same. (3) Average use may be affected by a change in distribution of households among the income groups though the pattern and level of use in relation to income have stayed constant. (4) Because of differences in average rates of use of individual items among farm, rural nonfarm, and urban households, the average may be affected by a change in distribution of households among the several urbanization categories. The effect of each of these 4 components of change are measured with survey data in the following paragraphs, illustrating how such measures are directly useful in explaining changes in per capita disappearance.

According to the survey data 11/, from 1942 to 1955 household patterns of use with respect to income changed for margarine and vegetable shortening only of the fats and oils items. Patterns of use of the other fats and oils items were similar in the two years. However, the level of average use of most fats and oils items changed during this period. Households in each income group used more margarine, vegetable shortening, and salad dressings per person in 1955 than did households in the same real income group in 1942, and they used less butter and less lard in 1955 than in 1942. This change in level of use apparently resulted largely from the improvements in the products, increased social acceptability of margarine that was hastened by butter shortages, and the relaxing of legal restrictions on the sale of margarine.

The effect of changes in distribution of households among income groups on average use of fats and oils can be measured by weighting the 1942 average use per person in each income group by the 1955 distribution of the housekeeping population among the same real income groups, and the 1955 pattern of use by the 1942 distribution. This procedure holds everything constant except the income distribution. Although there was a decided upward shift in distribution of the population among the income groups, switching income distributions resulted in negligible changes in average use per person figures of total separated fats and oils for the 2 years. Total use figures did not change because of the offsetting patterns of use with respect to income of the different items such as the use of butter incre sing with income and

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11/ Changes in pattern and level of use of each item are studied most easily by charting average use per person in each income group for 1942 and 1955 after the 1942 incomes had been adjusted to 1954 dollars by changes in BLS Consumer Price Index for that period.

use of margarine, in 1942, decreasing. Switching income distributions did cause a change in the use per person figures of most of the individual items.

The effect of urbanization shifts can be measured in much the same way as were income distribution shifts. All other factors are held constant by weighting the 1942 average use per person for all households in each urbanization by the 1955 distribution of household members in each urbanization, and the 1955 averages by the 1942 distribution. The resulting changes in average use per person figures of total fats and oils items for the U. S. population were negligible. The effect of switching urbanization distributions was minor because the population shift was mostly from farm to rural nonfarm, and average use of these items in the two urbanization categories was similar.

After separating the effect of each of the 4 components of change in average use per person it is evident that, except for margarine and vegetable shortening, for which consumption patterns with respect to income changed considerably, almost all the changes in average use of the other fats and oils came from changes in level of use by households in each income group. Some of the factors behind these changes in level of use, whether from changes in proportion of households using or from changes in level of use by those using, have been discussed in an earlier section.

Notes on Estimating Future Consumption of Fats and Oils

Future consumption of fats and oils may be estimated by projecting historical trends in the disappearance data. Such a projection implies that the combination of factors that caused changes in consumption in the past will work out in the same way in the future. This overly simplified procedure can be made more realistic by use of available survey data to extrapolate individual components of historical trends. For example, urbanization shifts should not be assumed to continue to change in the same relation to income shifts and family size changes as they have in the past, but each component should be projected along its expected path, and its effect on use of fats and oils items be measured separately. The resulting estimate would weight the factors affecting consumption of individual items according to their expected importance at the time for which the estimate is made, not according to their historical relationships. Of course, new factors not measured by the historical trends, such as further technological improvements or adverse findings from nutritional research on the effect and control of the cholesterol level, could be more important in the future than the factors that seem to have determined consumption rates in the past.

Table 20.- Production of major food commodities, calendar years, 1935-39 and 1947-49 averages, 1954-56, and estimates for 1957, with percentage comparisons 1/

Commodity	Unit	Average 1935-39	Average 1947-49	1954	1955	1956	1957 preliminary 2/	1957 as a percentage of		
								1935-39	1947-49	1956
								Percent	Percent	Percent
Meats (carcass weight)										
Beef	Mil.lb.	6,937	9,649	12,963	13,569	14,462	14,300	206	148	99
Veal	Mil.lb.	1,038	1,454	1,647	1,578	1,632	1,575	152	108	97
Lamb and mutton	Mil.lb.	870	716	734	758	741	725	83	101	98
Pork (excluding lard)	Mil.lb.	7,337	10,281	9,870	10,991	11,221	10,700	146	104	95
Total meats	Mil.lb.	16,182	22,100	25,214	26,896	28,056	27,300	169	124	97
Fish (edible weight)										
Fresh and frozen	Mil.lb.	615	706	660	695	690	3/	---	---	---
Canned 4/	Mil.lb.	337	484	460	410	441	3/	---	---	---
Cured	Mil.lb.	74	70	62	62	62	3/	---	---	---
Total fish	Mil.lb.	1,026	1,260	1,182	1,167	1,193	1,135	111	90	95
Poultry and eggs										
Eggs	Mil.doz.	3,335	5,086	5,402	5,404	5,494	5,464	164	107	99
Chicken (ready-to-cook)	Mil.lb.	1,730	2,753	3,743	3,583	4,256	4,385	253	159	103
Turkey (ready-to-cook)	Mil.lb.	288	492	870	817	958	1,025	356	208	107
Dairy products										
Total milk 5/	Bil.lb.	105.9	116.3	122.3	123.2	125.7	127.0	120	109	101
Cheese 6/	Mil.lb.	673	1,160	1,383	1,363	1,393	1,425	212	123	102
Condensed and evaporated milk	Mil.lb.	2,225	3,497	2,845	2,920	2,896	2,960	133	85	102
Ice cream (product weight)	Mil.lb.	1,279	2,758	2,865	3,017	3,125	3,130	245	113	100
Fats and oils										
Butter, farm and factory (actual weight)	Mil.lb.	2,195	1,611	1,628	1,552	1,558	1,560	71	97	100
Lard 7/	Mil.lb.	1,630	2,419	2,330	2,660	2,762	2,650	163	110	96
Margarine (actual weight)	Mil.lb.	372	839	1,364	1,333	1,369	1,400	376	167	102
Shortening	Mil.lb.	1,529	1,434	1,961	1,975	1,842	1,800	118	126	98
Other edible fats and oils 8/	Mil.lb.	2,157	3,912	5,495	5,949	6,430	6,550	304	167	102
Total fats and oils (fat content) 9/	Mil.lb.	5,554	7,627	9,136	9,858	10,446	10,456	188	137	100
Fruits										
Fresh:										
Citrus	Mil.lb.	6,875	8,782	7,584	7,838	7,672	7,358	107	84	96
Apples (commercial)	Mil.lb.	4,385	3,791	3,503	3,448	3,227	3,550	81	94	110
Other (excl. melons)	Mil.lb.	4,661	4,504	3,903	3,445	3,932	3,905	84	87	99
Processed:										
Canned fruit	Mil.lb.	1,710	2,597	3,028	3,452	3,607	3,400	199	131	94
Canned fruit juices	Mil.lb.	333	2,230	2,046	1,917	2,015	2,000	601	90	99
Frozen (incl. juice)	Mil.lb.	106	416	1,280	1,499	1,592	1,650	1,557	397	104
Dried	Mil.lb.	1,118	962	737	790	807	700	63	73	87
Vegetables										
Fresh vegetables and melons 10/	Mil.lb.	18,565	22,565	23,763	24,169	24,524	22,900	123	101	93
Fresh vegetables	Mil.lb.	14,980	18,504	18,986	19,117	19,912	18,460	123	100	93
Melons	Mil.lb.	3,585	4,061	4,777	5,052	4,612	4,440	124	109	96
Canned	Mil.lb.	4,034	6,088	6,733	7,116	8,824	7,300	181	120	83
Frozen	Mil.lb.	11/77	448	966	1,136	1,522	1,384	1,797	309	91
Potatoes	Mil.cwt.	213	248	220	227	244	232	109	94	95
Sweetpotatoes	Mil.cwt.	37	25	17	21	17	17	46	68	100
Dry edible beans 12/	Mil.lb.	1,360	1,854	1,694	1,665	1,711	1,601	118	86	94
Dry field peas 12/	Mil.lb.	229	401	311	253	465	332	145	83	71
Canned baby foods	Mil.lb.	37	469	683	669	683	695	1,878	148	102
Sugar, raw basis	1,000 short tons	1,948	2,065	2,610	2,386	2,510	2,795	143	135	111
Grains										
Wheat	Mil.bu.	759	1,251	984	935	997	927	122	74	93
Rye	Mil.bu.	44.9	23.1	25.9	29.1	21.6	26.4	59	114	122
Rice, milled	Mil.lb.	1,340	2,333	3,383	4,018	3,518	3,042	227	130	86
Corn, grain only	Mil.bu.	2,050	2,788	2,708	2,884	3,081	2,955	144	106	96
Oats	Mil.bu.	1,045	1,294	1,410	1,503	1,153	1,338	128	103	116
Barley	Mil.bu.	239	279	379	401	372	431	180	154	116
Peanuts, farmers' stock basis	Mil.lb.	1,230	2,128	1,008	1,548	1,602	1,536	125	72	96

1/ Calendar year basis except for fresh citrus fruit for which the season begins in the fall of the previous year; dried fruits on a pack-year beginning year indicated; rice on a marketing year ending year indicated. 2/ Preliminary estimates based on trends in livestock numbers, current or prospective rates of output, average or probable acreages and yields, and such other data or advance estimates as are available. These estimates are used only to indicate the general level of food supplies for domestic consumption for 1957, but they are based on such official estimates of production as are available at this time. Revisions will of course be made from time to time throughout the year as official indications or estimates are issued through the Crop Reporting Board of the Department. 3/ Not available. 4/ Excludes products containing small quantities of fish such as clam chowder, etc. 5/ Includes farm production of milk as reported by the Crop Reporting Board and an allowance for nonfarm production declining from 2.3 billion pounds in 1935-39 to zero in 1956. 6/ Excludes full skim, cottage, pot, and bakers' cheese. 7/ Includes amount used in manufactured food and nonfood products. 8/ Includes cottonseed, peanut, soybean, corn, edible olive, and oleo oils, oleo stock, oleostearine, and edible tallow later processed into margarine, shortening, cooking and salad oils, etc., and nonfood items. 9/ Includes butter, lard, and "other edible fats and oils." 10/ This series covers total commercial production for sale as fresh, both for shipment to distant markets and for local markets; includes quantities not harvested. Excludes farm garden output for farm household use. 11/ Average 1937-39. Data prior to 1937 are not available. 12/ Cleaned basis.

Table 21.- Retail food prices and total consumer price index, United States, 1950-55 and 1956-57 by months

(Index numbers, 1947-49=100)

Year and month	Meats 1/	Eggs	Dairy products 2/	Fats and oils 3/	Cereals and bakery products	Fruits and vegetables	Sugar and sweets	Beverages	All foods 4/	Consumer price index
1950	105	85	96	80	104	98	102	153	101	103
1951	117	104	107	94	114	107	106	169	113	111
1952	116	95	112	79	117	117	106	170	115	114
1953	110	100	110	80	119	114	108	174	112	114
1954	108	84	106	84	122	112	110	207	112	115
1955	102	87	106	81	124	114	112	186	110	114
1956	97	86	109	83	126	119	110	194	110	116
Jan.	93	97	107	80	124	113	109	183	108	115
Feb.	94	85	107	80	124	113	109	183	107	115
Mar.	93	85	107	80	124	115	109	188	107	115
Apr.	94	84	106	82	124	117	109	189	108	115
May	96	82	108	84	125	122	109	189	110	115
June	98	81	108	85	125	131	109	192	112	116
July	99	83	109	84	126	135	110	197	114	117
Aug.	100	86	109	84	126	121	110	198	112	117
Sept.	101	90	110	84	127	115	110	202	112	117
Oct.	101	91	111	84	127	114	110	203	112	118
Nov.	99	88	111	85	127	116	111	203	111	118
Dec.	98	84	111	85	127	117	111	202	111	118
1957										
Jan.	99	77	111	87	128	117	112	201	111	118
Feb.	101	77	111	88	129	116	112	201	112	119
Mar.	101	72	111	88	130	116	112	200	111	119
Apr.	102	72	110	87	130	119	112	196	112	119
May	104	70	110	87	130	122	113	195	113	120
June	107	69	110	87	131	127	113	195	115	120
July	110	78	110	86	131	127	113	193	116	121
Aug.	112	85	112	87	131	121	113	192	117	121

1/ Includes chicken and fish.
2/ Includes butter.
3/ Excludes butter.
4/ Includes only foods consumed at home.

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LIST OF TABLES

Table number		Page
1	Volume of farm marketings and home consumption and per capita food consumption	2
2	Index of supply-utilization of farm food commodities	2
3	Apparent per capita consumption of major food commodities	4
4	Nutrients available per person per day	6
5	Average expense per person for all food used at home, by urbanization and income, in the West	23
6	Shares of selected foods in food expense in the West	24
7	Consumption per person of selected foods at home, by urbanization group and income, in the West	26
8	Quantity of home-produced foods used at home per person and share of total use from home production, in the West	27
9	Age composition and family size, households in the West	29
10	Several measures of fat consumption per person, within urbanization categories by region and by income	31
11	Consumption per person of fats and oils, by region and urbanization	34
12	Fats and oils consumed per person, by urbanization and income, in the Northeast and the South	35
13	Consumption per person of home-produced butter and lard in farm households, by region and by income	38
14	Expenditures for fats and oils, and shares in total expenditures for food at home, by urbanization, region and income	40
15	Shares of major fats and oils items in total expenditures for fats and oils for home use, by urbanization and region	41
16	Comparison of fat content of diet per person in United States, urban households, spring 1942, 1948, and 1955	43
17	Comparison of use per person of home-produced fats and oils, in farm households, spring 1942 and 1955	43
18	Percentage of urban households using major fats and oils and average amount per household using, spring of 1942, 1948, and 1955	45
19	Comparison of survey and annual disappearance data for fats and oils, on weekly basis, 1942 and 1955	45
20	Production of major food commodities	49
21	Retail food price and total consumer price indexes	50

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